





City University Business School

,

:

(

,

,

)

,



[Redacted text block]

?

•

:

•

:

Design - Minded CEO

Nokia



Design - Minded CEO



Sony



Design - Minded CEO

Virgin



[Redacted] ?

(: -)

c
c
c
c



- (designer)
- (engineer)
- (marketer)

- CEO Top Management Team



○

:

○

:

:
가 . ->

가

가

,

:

가

.

Apple Steve Jobs:

Let designer design, then make engineer build the design (

->

가

)

cf.

.

Design - minded CEO

Inno Design & Keyang electrics

●

●

->

가

.

Design - Minded CEO

20

->

가

Design - Minded CEO

○

->

○

‘ :
?’

가 CI

‘
,

가 ?’

‘

?’

가

Design - Minded CEO

Inno Design & Keyang electrics

● K

L

CI

- >

- >

Design - Minded CEO

Inno Design & Keyang electrics



Design - Minded CEO

Inno Design & Keyang electrics

