



Consumer Product Innovation and Sustainable Design: The Evolution and Impacts of Successful Products

Robin Roy

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Consumer Product Innovation and Sustainable Design follows the innovation and evolution of consumer products from vacuum cleaners to mobile phones from their original inventions to the present day. It discusses how environmental concerns and legislation have influenced their design and the profound effects these products have had on society and culture. This book also uses the lessons from the successes and failures of examples of these consumer products to draw out practical guidelines for designers, engineers, marketers and managers on how to become more effective at product development, innovation and designing for environmental sustainability.

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