

Design, Designers and Business Success

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Abstract

Selected anecdotal evidence illustrates the hard data findings of World Economic Forum: Competitiveness of the Czech economy in EU decreased. The statistical data fail to highlight specific innovative industries, particularly in design. This study provides a case analysis of the Delong electron microscope. It is not proposed that this case is representative. Several analytical frameworks were applied on the given business case. One observation from the case: If customers are not eager for the most advanced products (and in parallel, “the customer is always right”), the market economy cannot represent the fastest way to a bright future which visionaries depict and designers initiate.

Key words: innovation, design, designers, market position, competitiveness