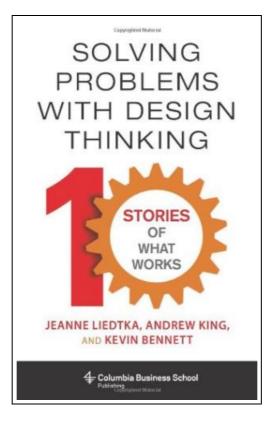
Solving Problems with Design Thinking: Ten Stories of What Works (Hardback)



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Reviews

Good e-book and beneficial one. I was able to comprehended everything out of this published e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Mariana Schaden II)

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Columbia University Press, United States, 2013. Hardback. Condition: New. Language: English . Brand New Book. Design-oriented firms such as Apple and IDEO have demonstrated how design thinking can affect business results. However, most managers lack a sense of how to use this new approach for issues other than product development and sales growth. Solving Problems with Design Thinking details ten real-world examples of managers who successfully applied design methods at 3M, Toyota, IBM, Intuit, and SAP; entrepreneurial start-ups such as MeYou Health; and government and social sector organizations, including the City of Dublin and Denmark s The Good Kitchen. Using design skills such as ethnography, visualization, storytelling, and experimentation, these managers produced innovative solutions to such problems as implementing strategy, supporting a sales force, redesigning internal processes, feeding the elderly, and engaging citizens. They elaborate on the challenges they faced and the processes and tools they used, providing a clear path to implementation based on the principles and practices laid out in Jeanne Liedtka and Tim Ogilvie s Designing for Growth: A Design Thinking Tool Kit for Managers.

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