



Design Thinking: Integrating Innovation, Customer Experience, and Brand Value

By Thomas Lockwood

Allworth Press. Paperback. Condition: New. 304 pages. Dimensions: 8.9in. x 6.0in. x 1.0in. This thought-provoking and inspirational book covers such topics as: developing a solid creative process through Visual Reflection Notebooks and Bring Play to Work; understanding the artist's unique identity in relation to the larger culture; building systems of support and collaboration; explaining how an artist's needs and passions can lead to innovation and authenticity; using language to inspire visual creativity; responding to the Internet and changing concepts of what is public and private; and accepting digression as a creative necessity. Through the exercises and techniques outlined in Art Without Compromise, the reader will develop new confidence to pursue individual goals and inspiration to explore new paths, along with motivation to overcome creative blocks. With a revised understanding of the relevance in their own work within the sphere of contemporary culture, the artist will come away with a clearer perspective on his or her past and future work and a critical eye for personal authenticity. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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