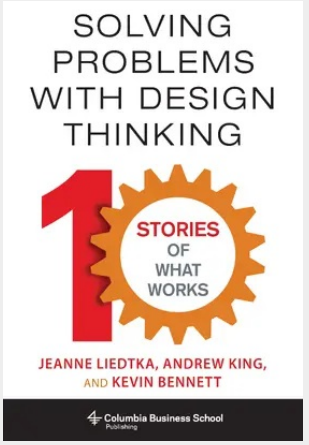
Liedtka / King / Bennett

Solving Problems with Design Thinking

Ten Stories of What Works



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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30,00 €
30,00 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780231163569
Medium: Buch
ISBN: 978-0-231-16356-9
Verlag: Columbia University Press
Erscheinungstermin: 03.09.2013
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2013
Serie: Columbia Business School Publishing
Produktform: Gebunden
Gewicht: 464 g
Seiten: 232
Format (B x H): 161 x 235 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)