

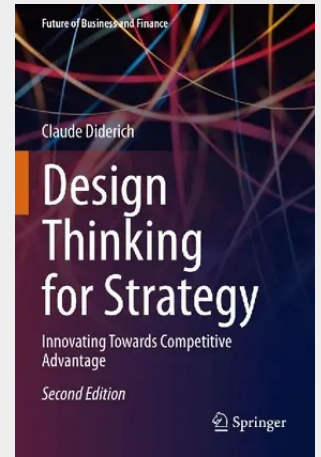
## Design Thinking for Strategy

Innovating Towards Competitive Advantage

The business environment is changing more rapidly than ever before, and new business ideas are emerging. This book discusses applying insights from design thinking and the jobs-to-be-done framework to craft novel strategies that satisfy customer needs, make use of available capabilities, integrate requirements for financial success, and provide a competitive advantage. It guides readers through the jungle encountered when developing a strategy for sustained growth and profitability. It addresses strategy design holistically by applying abductive reasoning, iteratively observing customers, focusing on empathy and prototyping ideas, and validating them by actual customers.

This second edition extends the original design thinking for the strategy process by adding a robust framework for strategic decision-making based on customer value creation and firm value appropriation rooted in the jobs-to-be-done theory. It particularly focuses on how market structures, including peer-to-peer markets, impact strategy design. Uniquely applying insights from design thinking to strategy, this book is a must-read for graduates, MBAs, and executives interested in innovation and strategy, as well as corporate strategists, innovation managers, business analysts, and consultants.

The business environment is changing more rapidly than ever before, and new business ideas are emerging. This book discusses applying insights from design thinking and the jobs-to-be-done framework to craft novel strategies that satisfy customer needs, make use of available capabilities, integrate requirements for financial success, and provide a competitive advantage. It guides readers through the jungle encountered when developing a strategy for sustained growth and profitability. It addresses strategy design holistically by applying abductive reasoning, iteratively observing customers, focusing on empathy and prototyping ideas, and validating them by actual customers. This second edition extends the original design thinking for the strategy process by adding a robust framework for strategic decision-making based on customer value creation and firm value appropriation rooted in the jobs-to-be-done theory. It particularly focuses on how market structures, including peer-to-peer markets, impact strategy design. Uniquely applying insights from design thinking to strategy, this book is a must-read for graduates, MBAs, and executives interested in innovation and strategy, as well as corporate strategists, innovation managers, business analysts, and consultants.



**85,59 €**

79,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

**Artikelnummer:** 9783031790720

**Medium:** Buch

**ISBN:** 978-3-031-79072-0

**Verlag:** Springer

**Erscheinungstermin:** 12.03.2026

**Sprache(n):** Englisch

**Auflage:** 2. Auflage 2025

**Serie:** Future of Business and Finance

**Produktform:** Kartoniert

**Gewicht:** 394 g

**Seiten:** 240

**Format (B x H):** 155 x 235 mm

