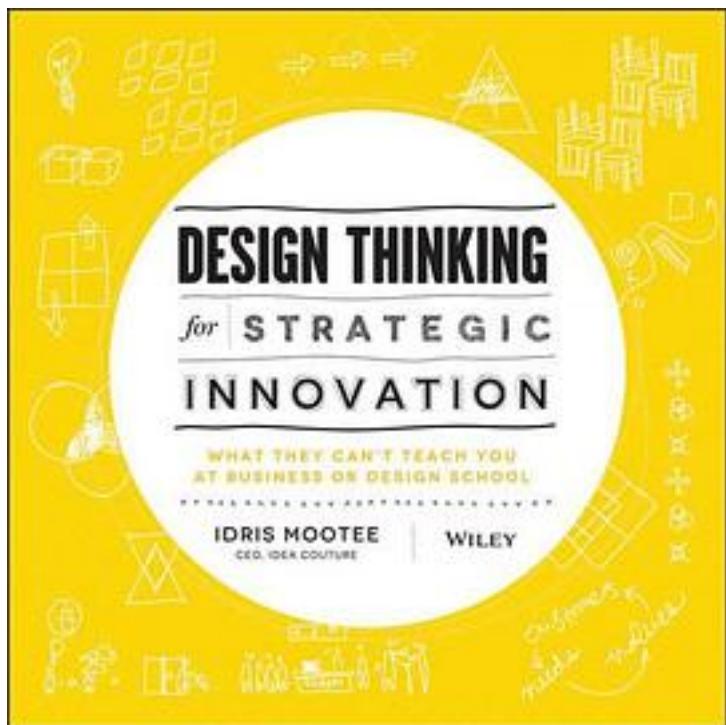


Design Thinking for Strategic Innovation



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著者:Mootee, Idris

出版者:Wiley

出版时间:2013-8

装帧:Hardcover

isbn:9781118620120

A comprehensive playbook for applied design thinking in business and management, complete with concepts and toolkits. As many companies have lost confidence in the traditional ways of running a business, design thinking has entered the mix. *Design Thinking for Strategic Innovation* presents a framework for design thinking that is relevant to business management, marketing, and design strategies and also provides a toolkit to apply concepts for immediate use in everyday work. It explains how design thinking can bring about creative solutions to solve complex business problems. Organized into five sections, this book provides an introduction to the values and applications of design thinking, explains design thinking approaches for eight key

challenges that most businesses face, and offers an application framework for these business challenges through exercises, activities, and resources. An essential guide for any business seeking to use design thinking as a problem-solving tool as well as a business method to transform companies and cultures. The framework is based on work developed by the author for an executive program in Design Thinking taught in Harvard Graduate School of Design. Author Idris Mootee is a management guru and a leading expert on applied design thinking. Revolutionize your approach to solving your business's greatest challenges through the power of Design Thinking for Strategic Innovation.

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IDRIS MOOTEE is the CEO of Idea Couture, a global innovation firm with offices in San Francisco, Shanghai, Toronto, London, Dubai, and Mexico City. He has worked with clients such as Amex, Burberry, BMW, Boeing, Cisco, De Beers, Kraft, Nike, Samsung, and Pepsi. A leading expert on applied design thinking, Idris speaks on strategic innovation, developing strategic foresight, and business model design through the application of design thinking. He is also the author of 60-Minute Brand Strategist, also published by Wiley.

目录:

Acknowledgments	ix
Foreword	Erik Roth x
SCENE 01 There's No More Business As Usual	viii
The Butterfly Effect and Long-Range Planning	12
Applied Design Thinking Is Strategic Innovation	16
Time to Think beyond Crisis Mode	18
Changing Management Paradigms	22
SCENE 02 What Is Design Thinking, Really?	26
Is Design Thinking a Science or an Art?	34
Design Thinking Has Been Oversimplified	38
SCENE 03 Applied Design Thinking in Business and Strategy	46
Design Thinking to the Rescue	56
We've Lost Touch with What's around Us	58
Every Future Business Leader Needs to Be a Good Design Thinker	60
The 10 Design Thinking Principles That Redefine Business Management	62
SCENE 04 Introducing the Design Thinking MBA	76
Business Challenge 01: Growth	82
Business Challenge 02: Predictability	94
Business Challenge 03: Change	108
Business Challenge 04: Maintaining Relevance	118
Business Challenge 05: Extreme Competition	126
Business Challenge 06: Standardization	136
Business Challenge 07: Creative Culture	148
Business Challenge 08: Strategy and Organization	156
SCENE 05 Hiring Design Thinkers Is Not Enough; We Need to Create Design Thinking Companies	188
About the Author	203
Photo Credits	204
Index	205
• • • • • (收起)	

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评论

作为译者，我悄悄不推荐此书。都看了四分之一了，还是空话，既没干货，也没湿货，要不是要翻译，早就扔了。一部烂书，就算书籍设计再好，也还是烂书。

快速的翻看了一下，真的没什么干货，没有什么逻辑性，说了半天竟是废话，译者都不看了，我还凑什么热闹

一口气在书店读完，强调的还是老生长谈的东西，就是加入一些所谓的设计元素，创新管理思维。

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