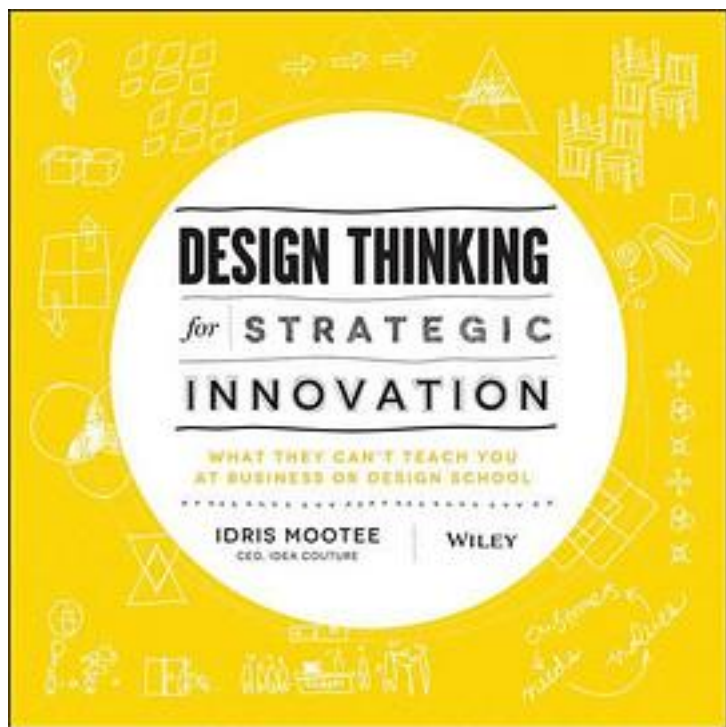# Design Thinking for Strategic Innovation

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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 .

作者介绍:

IDRIS MOOTEE is the CEO of Idea Couture, a global innovation rm 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.

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标签

Design

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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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书评

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