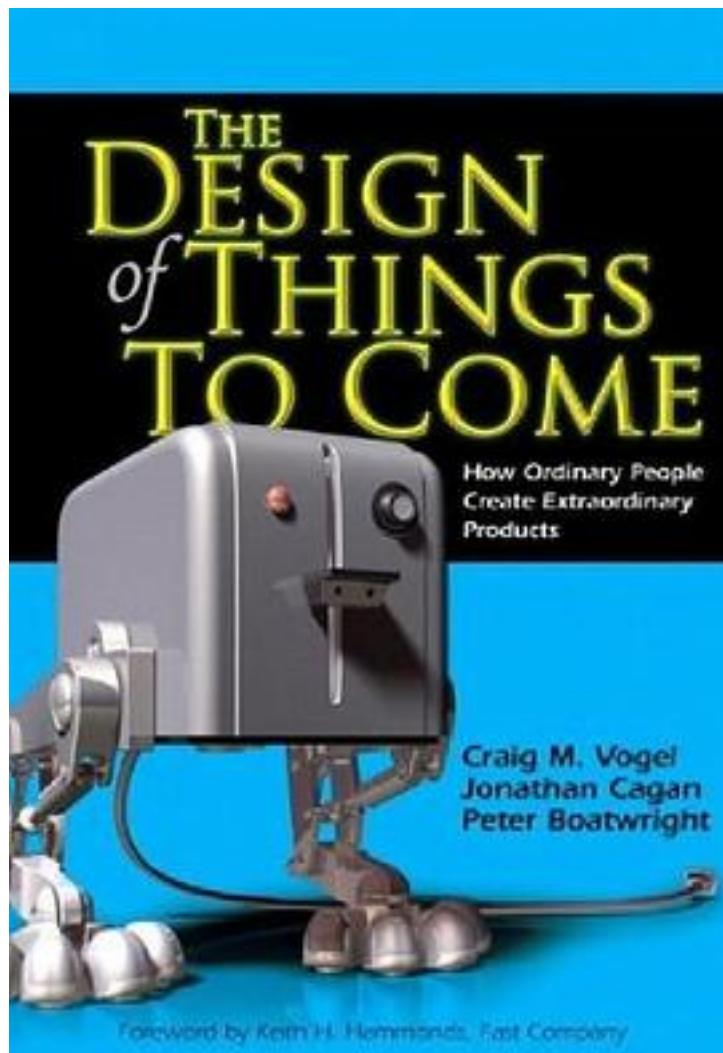


# The Design of Things to Come



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The iPod is a harbinger of a revolution in product design: innovation that targets customer emotion, self-image, and fantasy, not just product function. Read the hidden stories behind BodyMedia's SenseWear body monitor, Herman Miller's Mirra Chair, Swiffer's mops, OXO's potato peelers, Adidas' intelligent shoes, the new Ford F-150 pickup truck, and many other winning innovations. Meet the innovators, learning how they inspire and motivate their people, as they shepherd their visions through corporate bureaucracy to profitable reality. The authors deconstruct the entire process of design innovation, showing how it really works, and how today's smartest companies are innovating more effectively than ever before.

作者介绍:

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**标签**

营销

创意

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设计

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**评论**

stakeholders, BtoB innovation , IP to protect brand ,

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## 书评

创新不仅来自技术，而是需要考虑“SET”因素，Social、Emotion、Technology。因此，创新的过程需要市场人员、产品人员和R & D的共同参与（越早合作越有效率）。创新有其相应的过程（Process）和文化。作为公司高管或BD人员，也建议读读“Outsmart”这本书。

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