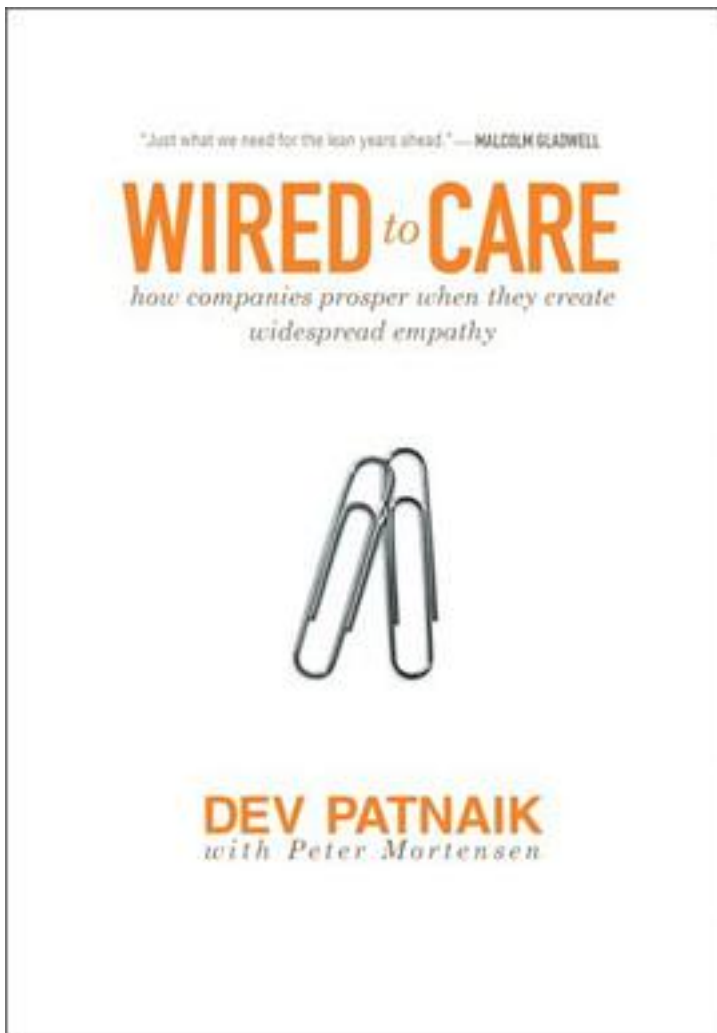


Wired to Care



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著者:Dev Patnaik

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Starred Review. A veteran business strategist and adjunct faculty member at Stanford

Univ., Patnaik explores the role of empathy in successful companies, producing a thoughtful, practical meditation on the power of walking in someone else's shoes. Though he utilizes examples from his work with Harley Davidson, Cisco and Nike, his skills in the classroom get a good showcase too, with lessons on history and biology, as well as revealing exercises from his class (called Needfinding) with "aha" revelations like: "For thousands of years, people made things for other people they knew"; it was the Industrial Revolution that divided producer from consumer. Essentially, Patnaik proposes that a successful company must cross that divide and learn about their customers' needs by interacting with, understanding and, in some cases, hiring them. Incorporating some familiar ideas-the power of "framing," the golden rule-Patnaik manages to keep his text fresh and brisk, making this a cagey but compassionate guide for execs and business students. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --From Publishers Weekly

作者介绍:

Dev Patnaik is a founder and principal of Jump Associates, a consulting firm that helps companies innovate. Together with his teammates, he works with visionary business leaders to identify new markets, reinvent existing categories, and define new products and services. Dev is a trusted advisor to senior executives at some of America's most admired companies, including General Electric, Nike, Procter & Gamble, Target and Hewlett-Packard.

When he's not working at Jump, Dev moonlights down the road at Stanford University as an adjunct professor, where he teaches design-research methods to undergraduate and graduate students. Since 1999, he has taught a course called Needfinding. In the class, students draw upon methods from anthropology, design and business planning to discover insights about ordinary people and create new products. While the class is required for all Design majors, it's become a favorite of students from the Business School, School of Education and even Computer Science. As apples don't fall far from the tree, Dev has a Bachelor's degree in Product Design from Stanford.

Prior to founding Jump, Dev was the Director of Design at Forbes Marshall, a manufacturer of industrial process controls based in India. Dev led the development of Forbes Marshall's internal design capabilities, creating programs in product design, exhibit design and corporate identity. Dev also led the company's product strategy initiative, which eventually led him to work in the crossover space between design and business planning. After a stint with a strategy firm in Chicago, Dev returned to California to help found Jump in 1997. A frequent speaker at marketing, design and innovation forums, Dev was recently featured as a guest on "The Business of Innovation," a series on CNBC. His articles on innovation and strategy have appeared in several publications including BusinessWeek, Brandweek and the Design Management Review.

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评论

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书评

在机场候机时看了一半，回到家看完另外一半。速度很快，因为结构实在太简单。先在几个案例的导入之后，展示了论点：企业需要与消费者建立“共情”联系。（类似有效沟通中的同理心）然后，无数支撑这个论点的案例铺天盖地而来。没有层次、没有分类，就这样用平行的案例...

一个公司走下坡路，产品没人买，用户数量下降，盈利降低，甚至濒临破产，是什么原因。。商业战略？核心竞争力？执行力？企业制度？该找谁来拯救公司？作者给出的答案是客户。产品不让人喜欢，是没有迎合客户的真正需求。企业用户流失，是因为企业没有抓住客户的内心...

版权归作者所有，任何形式转载请联系作者。作者：安迪来袭（来自豆瓣）来源：<https://www.douban.com/note/601085396/>为什么微软要雇用重度上瘾的游戏玩家为他们设计新产品？为什么耐克的设计师要和大学生打成一片？为什么哈雷摩托要在企业内部打造摩托车文化？因为靠谱的...

用了一天的时间阅读完这本书，当然一天并不是指时时刻刻在看，而是做完家务事时跳着看的，总的来说这种书看得很轻松，因为里面大部分是例子，就像听故事般，没有压力。看完书后我就在朋友圈里推荐了这本书，因为最近来咨询的企业都存在同一个问题，就是离市场和客户太远，喜欢...

这本书研究的是需求，大多由一些商业小故事组成，没什么高深的理论，算是经验的总结。只是敢于研究这样的主题，还是需要一定的胆量和能力，商业直觉，这玩意太飘忽了。要落地，很不容易。但是，这方面的研究，在国外却是比较普遍，这可能需要中国企业多做参考和借鉴。

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