

Creating Desired Futures



[Creating Desired Futures_ 下载链接1](#)

著者:Shamiyeh, Michael; DOM Research Laboratory;

出版者:

出版时间:2010-5

装帧:

isbn:9783034603683

Today's society is making great leaps in its effort to obtain ever more and ever more specific know-how in various specialties, with the consequence that the structures of today's companies are becoming increasingly complex. This in turn leads to problems at the points of interface, which calls for a comprehensive approach to solutions. Creating Desired Futures defines design as a creative, analytical method to develop and

explore alternative solutions to complex problems, and it shows that design is particularly well suited to the business world s current need for innovative strategies. In twenty-four essays by designers, architects, and representatives of large companies such as Nike and Shell, the book shows how such a design-based approach can help define, assess, and solve problems for companies. It presents not only specific strategies from actual practice but also innovative approaches from the world of corporate consulting. Essays by researchers and teachers discuss theoretical aspects of the subject "Design Thinking."

作者介绍:

目录:

[Creating Desired Futures_ 下载链接1](#)

标签

Thinking

设计

Design

评论

[Creating Desired Futures_ 下载链接1](#)

书评

[Creating Desired Futures_下载链接1_](#)