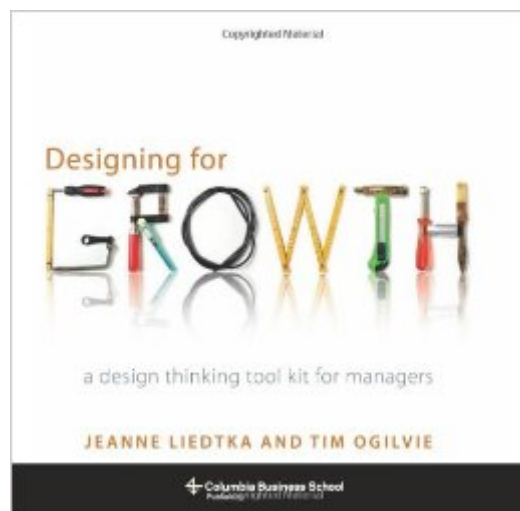The book was found

Designing For Growth: A Design Thinking Tool Kit For Managers (Columbia Business School Publishing)

Synopsis

Jeanne Liedtka and Tim Ogilvie educate readers in one of the hottest trends in business: "design thinking," or the ability to turn abstract ideas into practical applications for maximal business growth. Liedtka and Ogilvie cover the mind-set, techniques, and vocabulary of design thinking, unpack the mysterious connection between design and growth, and teach managers in a straightforward way how to exploit design's exciting potential. Exemplified by Apple and the success of its elegant products and cultivated by high-profile design firms such as IDEO, design thinking unlocks creative right-brain capabilities to solve a range of problems. This approach has become a necessary component of successful business practice, helping managers turn abstract concepts into everyday tools that grow business while minimizing risk.

Book Information

Series: Columbia Business School Publishing

Hardcover: 248 pages

Publisher: Columbia Business School Publishing (June 28, 2011)

Language: English

ISBN-10: 0231158386

ISBN-13: 978-0231158381

Product Dimensions: 0.8 x 9 x 9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars   50 customer reviews

Best Sellers Rank: #18,585 in Books (See Top 100 in Books)   #12 inÃ Â Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design   #40 inÃ Â Books > Business & Money > Management & Leadership > Strategy & Competition   #51 inÃ Â Books > Business & Money > Processes & Infrastructure > Organizational Learning

Customer Reviews

This is an eye-opening book that will reveal the action-based approach to design thinking, the series of inaccurate assumptions made in most business thinking, and how to become better at recognizing and strategizing around opportunities that exist within not only our core business, but other avenues as well. (800-CEO-Read)[This] book is rich with information on each tool, taking you through the elements clearly and crisply. If design thinking intrigues you, this would be a good place to start. (Harvey Schachter Globe & Mail)Anyone wishing to get up to speed on design thinking by actually test-driving the methodology on their own will find great value in this tutorial-in-a-book

Jeanne Liedtka is a professor at the Darden Graduate School of Business Administration, University of Virginia. Formerly the executive director of its Batten Institute, a foundation established to develop thought leadership in the fields of entrepreneurship and corporate innovation, she has also served as chief learning officer for the United Technologies Corporation (UTC) and as associate dean of the MBA program at Darden.Tim Ogilvie is CEO of Peer Insight, an innovation strategy consultancy, where he has pioneered contributions to the emerging disciplines of service innovation, customer experience design, and business model exploration. His clients include AARP, Bank of America, Diebold, GE, Hallmark, Hewlett-Packard, Procter & Gamble, Starwood Hotels, and The Hartford.

At first I really liked this book. I had taken the online version of the course through a MOOC and found the approach novel. I am responsible for the continuous improvement initiative at my company and like to keep abreast of differing techniques to spark creativity. I was disappointed in the fact that the example they try to use - the Danish food delivery system - seems to be the 'gold standard' for design thinking. The way they link the ideas together is creative, however, I saw very few examples where this could be applied effectively and applications mentioned in the book were very limited in scope. If this is such a great methodology, surely there would be many, many other stories about its successful application. I began to feel this was simply the author trying to market a process that was packaged marginally differently than many of the process improvement methodologies on the market already.

Good introduction to service design for business people, but definitely no hands-on manual. The structure is well done with a clear focus on the advantages of each service design method, with an emphasis on decreasing risk. This could have been an alternate title for this book: "Service design: how to decrease your business risks".The examples are realistic, but a bit boring and often too short. I found the homework quite childish, but I guess it's done on purpose in order not to intimidate the novice reader.A note on this kindle edition, it's done very badly. The secondary content is set up with a grey font on a grey background, and therefore almost unreadable! Furthermore, the pictures are of a much too low resolution, so zooming in doesn't reveal any more detail. This is really annoying, as this pictures represent diagrams with small text.All in all, I would only recommend the

paper version to persons completely new to service design and design thinking, mostly for the arguments why to use the different methods.

The authors have given design thinking a sophisticated but easy to understand and much needed new presentation. This book has already provided great fodder for conversations around the design community. I am a big fan and would recommend this to anyone trying to understand how to help people and organizations make the most out of complex opportunities. I will use the ideas in this book throughout my professional career. I hope I can meet the authors someday so I can tell them this in person!

The best writing on Design Thinking I have seen so far. Very practical. Lots of great tools. Explanations are concise and insightful. I have used this text a lot to convince colleagues to use design thinking elements in our projects.

The kindle version is simply bad. Most of the tables are impossible to read or improve their view settings.

Great contet vey bad design it is almost imposible to read it on a Kindle and the printed book lacks of a good color relection also

Great tool full of practical advises with a solid foundation based on the author's previous book. It's really useful to put Design Thinking at work immediately.

The book describes what design thinking is and how to apply it without claiming design thinking as the right approach to every problem, organisation or person.

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