The Design Thinking Playbook

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Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems

By Michael Lewrick, Patrick Link and Larry Leifer

Design by Nadia Langensand

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A radical shift in perspective, transforming organisations to become more innovative

Design Thinking is about approaching things differently with a strong user orientation and fast iterations with multidisciplinary teams to solve problems, and is equally applicable to (re-)design products, services, processes, business models, and ecosystems. The Design Thinking Playbook is an actionable guide to the future of business, providing readers with the tools and frameworks needed to kick off a digital transformation.

Packed with solutions for common challenges, The Design Thinking Playbook shows the reader how Design Thinking fits into agile methods within management, innovation and start-ups and describes how it can be applied across a variety of industries.

Divided into three main parts, each full of expert tips and key learnings, it looks at how to:

- Understand Design Thinking
- Transform Organisations, and
- Design the Future

Containing contributions from experts from actual practice as well as from the academic world, The Design Thinking Playbook is a practical guide to a more innovative future and will help individuals, teams and organisations:

- Apply design thinking tools and methods in the right context—especially to digital products and services
- Understand the latest advances in design thinking coming out of Stanford's d.school
- Build awareness for user-centricity
- Apply design thinking to the challenges of digital transformation in organisations
- Combine Design Thinking with Systems Thinking and Big Data Analytics

The Design Thinking Playbook is available in full colour paperback and e-book priced £28.99/ US$35.00/ €31.90

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