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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