

CHANGE BY DESIGN: HOW DESIGN THINKING TRANSFORMS ORGANIZATIONS AND INSPIRES INNOVATION

The myth of innovation is that brilliant ideas leap fully formed from the minds of geniuses. The reality is that most innovations come from a process of rigorous examination through which great ideas are identified and developed before being realized as new offerings and capabilities. This book introduces the idea of design thinking, the collaborative process by which the designer's sensibilities and methods are employed to match people's needs not only with what is technically feasible and a viable business strategy. In...

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Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation

Author	Tim Brown
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Fail early to succeed sooner. Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation

Reader's Opinions

Off this review: Change By Design: How Design Thinking Transforms Organizations and Inspires Innovation By Tim Brown (HarperBusiness) Design is not just about making things. Its a tool for building better organizations, communities, and governments. Its an approach, unbound to a specific discipline a way to organize information.