



Designpedia: 80 Tools for Realizing Your Ideas (Hardback)

By Juan Gasca, Rafael Zaragoza

LID Publishing, United Kingdom, 2017. Hardback. Condition: New. Language: English . Brand New Book. Understanding the goals of the world of business and dealing with the development of new solutions calls for a basic ingredient: creativity. And yet, just being, or wanting to be creative is not enough - it is essential to train and develop this ability in order to achieve results. In other words, we need a guide to show us the way and provide us with the tools needed to progress. This book is an essential manual for Design Thinking which brings together all the tools you need to achieve innovation and entrepreneurship goals and organised around four basic processes: mapping, exploring, building and testing. It also reveals how, as long as you use the right tools, you can create original and effective solutions. Includes case studies to show how this is working for big companies (Orange or BBVA) as well as startups (Dovase or Bydsea).



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Reviews

Good eBook and helpful one. It really is written in straightforward words and phrases and never confusing. I am just effortlessly could possibly get a enjoyment of looking at a published book.

-- Romaine Rippin

The book is great and fantastic. it absolutely was written very properly and beneficial. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Lyda Davis II