

## Designing for Growth: A Design Thinking Tool Kit for Managers

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## Reviews

*This pdf is fantastic. It really is basic but shocks inside the 50 % in the pdf. I realized this pdf from my i and dad encouraged this pdf to discover.* (Hunter Witting)

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## DESIGNING FOR GROWTH: A DESIGN THINKING TOOL KIT FOR MANAGERS



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Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Jeanne Liedtka and Tim Ogilvie educate listeners on one of the hottest trends in business development: design thinking, or the ability to turn abstract ideas into practical applications for maximal business growth. Jeanne Liedtka s recent book, The Catalyst: How YOU Can Lead Extraordinary Growth, was named a Top Innovation and Design Thinking Book by Business Week. Tim Ogilvie has been hailed as a visionary for his pioneering contributions to service innovation, business model innovation, and customer experience design. 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 their 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.

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