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Autore	Diderich Claude
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Collana	Management for Professionals, , 2192-8096
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Soggetti	Game theory Leadership Market research New business enterprises Game Theory, Economics, Social and Behav. Sciences Business Strategy/Leadership Market Research/Competitive Intelligence Start-Ups/Venture Capital
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Nota di contenuto	Part I: The Concepts and Theories Behind Innovative Strategy Design -- Part II: A Structured Approach to Strategy Development -- Part III: Laying the Foundation for a Successful Strategy -- Part IV: Iteratively Developing the Business Model Underlying the Strategy -- Part V: Exposing the Designed Strategy to the Competitive Environment.
Sommario/riassunto	The business environment is changing more rapidly than ever before, and new business ideas are emerging. This book discusses applying insights from design thinking to craft novel strategies that satisfy customer needs, make use of the available capabilities, integrate requirements for financial success and provide competitive advantage. It guides readers through the jungle encountered when developing a strategy for sustained growth and profitability. It addresses strategy design in a holistic way by applying abductive reasoning, iteratively observing customers and focusing on empathy, as well as prototyping

ideas and using customers to validate them. Uniquely applying insights from design thinking to strategy, this book is a must-read for graduates, MBAs and executives interested in innovation and strategy, as well as corporate strategists, innovation managers, business analysts and consultants.
