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Sommario/riassunto	Dorst describes a new, innovation-centered approach to problem-solving in organizations: frame creation. It applies "design thinking," but it goes beyond the borrowed tricks and techniques that usually characterize that term. The strategies presented are drawn from the unique, sophisticated, multilayered practices of top designers, and from insights that have emerged from fifty years of design research. He describes the nine steps of the frame creation process and illustrates their application to real-world problems with a series of varied case studies. He maps innovative solutions that include rethinking a store layout so retail spaces encourage purchasing rather than stealing, applying the frame of a music festival to understand late-night problems of crime and congestion in a club district, and creative ways to attract young employees to a temporary staffing agency. --