

1. Record Nr.	UNINA9910814988903321
Autore	Kurokawa Toshiaki
Titolo	Service design and delivery : how design thinking can innovate business and add value to society // Toshiaki Kurokawa
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-785-5
Edizione	[First edition.]
Descrizione fisica	1 online resource (88 pages) : illustrations
Collana	Service systems and innovations in business and society collection, , 2326-2699
Disciplina	658
Soggetti	Service industries - Management Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (pages 85-86) and index.
Nota di contenuto	1. Introduction -- 2. Design thinking approach -- 3. Societal approach -- 4. Intermezzo, looking back at what you have learned -- 5. Prototyping and work-out of your service -- 6. Case studies -- 7. Summary and conclusions -- References -- Index.
Sommario/riassunto	This book explains the design thinking approach both for designing new services and delivering the services. This approach itself can be applied to areas other than pure services, because it contains the innovative and intrinsic ingredients that can be applied to any human activity. Chapter 1 introduces mindset and preparation for service design. Introduction on design thinking and design thinking toolkits are provided in Chapter 2, which you can try in your service. Both IDEO's Design Thinking for Educators Toolkit and Innovation Leadership Board's Playbook for Strategic Foresight and Innovation are discussed in detail. Chapter 3 provides a societal approach which is often neglected in the service design. A short break is provided at Chapter 4, entitled "Intermezzo," summarizing the contents of preceding chapters and presenting additional and refreshing perspectives on service design with the design thinking approach. Prototyping and testing the service design is the theme of Chapter 5. Chapter 6 provides some case studies so that you can check what you have learned. I picked up real cases from local areas. In Chapter 7, we

summarize the contents of this book. The summary and conclusion can be used as a quick reference for the contents of the book.

2. Record Nr.	UNINA9910145089403321
Titolo	Québec
Pubbl/distr/stampa	Montréal, : Fides
Descrizione fisica	1 online resource
Disciplina	971.4/04/05
Soggetti	Economic history Politics and government Social conditions Periodicals. Quebec (Province) Politics and government 1960- Periodicals Quebec (Province) Economic conditions Periodicals Quebec (Province) Social conditions Periodicals Québec (Province) Politique et gouvernement 1994-2003 Périodiques Québec (Province) Conditions sociales 1991- Périodiques Québec (Province) Conditions économiques 1991- Périodiques Quebec Québec (Province) Politics and government 1985- Periodicals Québec (Province) Economic conditions 1960-1991 Periodicals Québec (Province) Social conditions 1960- Periodicals
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Published in collaboration with Le devoir.