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### Sommario/riassunto

Headed by the slogan "Design Thinking," a debate has unfolded over the last ten years about design methods, which goes far beyond the specialist boundaries of design disciplines. Executives and business owners today recognize the potential for economic innovation lying in the creative and analytical mindset of designers. The extensive literature available on "Design Thinking" focuses on the methodology of the design process, while the conditions necessary to spark innovation processes in the first place, have long remained more or less unnoticed. *Driving Desired Futures* starts here and asks how established innovations arise from a simple idea. What criteria are mostly likely to be the basis from which the ideas of an individual can take hold in a social system? What are conditions, under which they can become incorporated into a diverse group of people? What topics induce managers to choose and then to invest in a specific idea? Questions such as these are pursued in international contributions by renowned experts, using the first digital camera as a case study. They identify the individual and social processes associated with the exchange and implementation of new ideas.

Unter dem Schlagwort "Design Thinking" ist in den letzten zehn Jahren eine Debatte über die Methoden im Design entfacht, die über die fachlichen Grenzen der Design-Disziplinen weit hinausgeht. Führungskräfte und Unternehmer erkennen heute das Potenzial für Wirtschaftsinnovationen, das in der kreativ-analytischen Denkweise von Designern steckt. Die umfangreiche Literatur über "Design Thinking" konzentriert sich dabei auf die Methodik des Designprozesses. Die Voraussetzungen, die Innovationsprozesse überhaupt erst in Gang setzen, bleiben bislang weitgehend unbeachtet. *Driving Desired Futures* setzt hier an und fragt, wie aus Ideen etablierte Innovationen entstehen: Nach welchen Kriterien setzen sich Ideen Einzelner in einem sozialen System durch? Unter welchen Bedingungen finden sie Eingang in eine heterogene Gruppe von Menschen? Welche Themen veranlassen Manager, sich für eine Idee zu entscheiden und dafür bestimmte Ressourcen freizumachen? Am Fallbeispiel der ersten Digitalkamera gehen die internationalen Beiträge renommierter Experten diesen Fragen auf den Grund und identifizieren die individuellen und gesellschaftlichen Prozesse, die mit dem Austausch und der Durchsetzung neuer Ideen einhergehen.

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