

1. Record Nr.	UNINA9910270897103321
Autore	Ahlemeyer-Stubbe Andrea
Titolo	Monetising data? : how to uplift your business // Andrea Ahlemeyer-Stubb, Shirley Coleman
Pubbl/distr/stampa	Hoboken, New Jersey ; ; Chichester, West Sussex, England : , : Wiley, , 2018 ©2018
ISBN	1-119-12514-6 1-119-12515-4 1-119-12516-2
Descrizione fisica	1 online resource (399 pages) : illustrations
Disciplina	658.0557
Soggetti	Business - Data processing Big data Corporations - Growth
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.

2. Record Nr.	UNINA9910818324203321
Autore	Osann Isabell
Titolo	The design thinking quick start guide : a 6-step process for generating and implementing creative solutions // Isabell Osann, Lena Mayer, Inga Wiele
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2020] ©2020
ISBN	1-119-67987-7
Descrizione fisica	1 online resource (134 pages)
Disciplina	153
Soggetti	Brainstorming
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	"Apply Design Thinking and lead teams to new solutions in 6 steps. What is creativity? How do you become creative? The Design Thinking Quick Start Guide answers these questions and presents the methods needed to start being creative and coming up with new ideas in a playful way. From the 6-3-5 method to brainstorming, you will find methods for generating ideas within the pages of this book. The Design Thinking Quick Start Guide provides checklists, procedures and techniques for brainstorming and implementation, so you reach your goal creatively. For each of the 6 phases, the authors present two warm-ups, to prepare the team for the work ahead. Whether you are a newcomer or experienced with Design Thinking ? you are sure to find inspiration for your next team meeting here"--