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Nota di bibliografia	Includes bibliographical references (pages 239-248) and indexes.
Nota di contenuto	Contents; Preface; Acknowledgments; About the Authors; Chapter 1 What Makes Products Great?; What is design-inspired innovation? How does it lead to competitive advantage?; What strategies encourage design-inspired innovation?; Why is simplicity key to achieving customer delight?; How is the innovation process changing?; What is to follow?; Chapter 2 Creating Design Classics; The design classic; Platform design classics; Making a strong design statement; Apple's iPod; The challenge for the future; Chapter 3 Integrating Function and Design; What is "design"? What is research and development? The growth of outside design servicesClustering of firms; Chapter 4 Managing the Design Process; An ideal design; Architecture and modularity; Transparent interfaces; Open standards and open source innovation; The design and innovation system in Boston; Synthesis and integration; Chapter 5 The Work of Designers; Design firms' operations

and processes; Design avenues to innovation; Some lessons; Chapter 6 Design-Inspired Innovation and the Design Discourse; Design as innovation of meanings; Giving meaning to design; Pursuing design-inspired innovation; The design discourse
The design discourse in the Milan system Involving designers as brokers of languages; Chapter 7 Broadening Human Possibilities Through Design; The wheelchair as an extension of body and mind; Lead users as innovators; An innovative mobility device; The making of meaning and meaningful products; Broadening possibilities through design; Chapter 8 Design - Vision and Visualizing; Why design now?; Visual versus verbal; Numbers versus stories; Communicating through sketching; Provocation; Visualization; Playing with real objects and analogs; Deep simplicity?
Appendix A Interview Questions for Designers and Design Firms
Appendix B From Sketch to Product; Bibliography; Name Index; Subject Index

Sommario/riassunto

When an innovation is inspired by design, it transcends technology and utility. The design delights the user, seamlessly integrating the physical object, a service, and its use into something whole. A design-inspired innovation is so simple that it becomes an extension of the user. It creates meaning and a new language. Design-Inspired Innovation takes a unique look at the intersection between design and innovation, and explores the novel ways in which designers are contributing to the development of products and services. The book's scope is international, with emphasis on design activities in
