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Nota di contenuto	Design Thinking for Strategic Innovation; Copyright; Contents; Acknowledgments; Forward; Scene 01: There's No More Business As Usual; The Butterfly Effect and Long-Range Planning; Applied Design Thinking Is Strategic Innovation; Time to Think beyond Crisis Mode; Changing Management Paradigms; Scene 02: What Is Design Thinking, Really?; Is Design Thinking a Science or an Art?; Design Thinking Has Been Oversimplified; Scene 03: Applied Design Thinking in Business and Strategy; Design Thinking to the Rescue; We've Lost Touch with What's around Us Every Future Business Leader Needs to Be a Good Design Thinker The 10 Design Thinking Principles That Redefine Business Management; 01 Design Thinking Is Action - Oriented; 02 Design Thinking Is Comfortable with Change; 03 Design Thinking Is Human - Centric -; 04 Design Thinking Integrates Foresight; 05 Design Thinking Is a Dynamic Constructive Process; 06 Design Thinking Promotes Empathy; 07 Design Thinking Reduces Risks; 08 Design Thinking Can Create Meaning; 09 Design Thinking Can Bring Enterprise Creativity to Next Level; 10 Design Thinking Is The New Competitive Logic of Business Strategy

Scene 04: Introducing the Design Thinking MBA
Business Challenge 01: Growth; Growth Needs a Strategy, and Every Strategy Needs a Story;
Design Thinking Approach 01: Storytelling; Building Empathy and Empowering Transformation; Business Challenge 02: Predictability;
Design Thinking Approach 02: Strategic Foresight; Why Does Business Need Strategic Foresight?; Design Thinking and Strategic Foresight?; What Are Weak Signals?; Business Challenge 03: Change; Design Thinking Approach 03: Sense making; From Sensing to Sense Making; Business Challenge 04: Maintaining Relevance
Design Thinking Approach 04: Value Redefinition
Business Challenge 05: Extreme Competition; Design Thinking Approach 05: Experience Design; Understanding the Four Key Dimensions of Experience Design; Business Challenge 06: Standardization; Design Thinking Approach 06: Humanization; Humanization From and Within Culture; Humanizing Through Language; Business Challenge 07: Creative Culture; Design Thinking Approach 07: Rapid Prototyping; The Benefits of Prototyping in Business Design; Building, Fostering, and Embedding Creative Confidence; Business Challenge 08: Strategy and Organization
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The Functions and Overcomplexity of Business Models; What's the Difference Between Business Model and Business Strategy?; Business Model Versus Business Strategy; Business Model Design Framework; Starting with the Concept Metaphor; Scene 05: Hiring Design Thinkers Is Not Enough; We Need to Create Design Thinking Companies; About the Author; Photo Credits; Index

Sommario/riassunto

A comprehensive playbook for applied design thinking in business and management, complete with concepts and toolkits. As many companies have lost confidence in the traditional ways of running a business, design thinking has entered the mix. Design Thinking for Strategic Innovation presents a framework for design thinking that is relevant to business management, marketing, and design strategies and also provides a toolkit to apply concepts for immediate use in everyday work. It explains how design thinking can bring about creative solutions to solve complex business problems.
