

1. Record Nr.	UNINA9910826525403321
Autore	Mathesius Vilem <1882-1945.>
Titolo	A functional analysis of present day English on a general linguistic basis // Vilem Mathesius ; edited by Josef Vachek ; translation by Lisbuse Duskova
Pubbl/distr/stampa	Prague : , : Academia, , 1975
ISBN	3-11-081329-7
Edizione	[Reprint 2013]
Descrizione fisica	1 online resource (228 p.)
Collana	Janua linguarum : Studia memoriae Nicolai van Wijk dedicata. Series Practica ; ; 208
Altri autori (Persone)	VachekJosef DuskovaLisbuse
Disciplina	425
Soggetti	English language
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Translation of Obsahovy rozbor soucasne anglictiny na zaklade obecne lingvisticke, originally published in 1961 and based on the author's university lectures.
Nota di bibliografia	Includes bibliographical references (pages [191]-202) and indexes.
Nota di contenuto	Front matter -- CONTENTS -- INTRODUCTION: ON THE SCIENTIFIC STUDY OF LANGUAGE -- A. FUNCTIONAL ONOMATOLOGY -- . FUNCTIONAL SYNTAX -- NOTES -- BIBLIOGRAPHY -- EDITOR'S POSTSCRIPT TO THE ORIGINAL CZECH EDITION (1961) -- POSTSCRIPT TO THE ENGLISH TRANSLATION (1973) -- INDEX OF PERSONS -- INDEX OF SUBJECTS -- INDEX OF WORDS -- Back matter

2. Record Nr.	UNINA9910971134003321
Autore	Mootee Idris <1958->
Titolo	Design thinking for strategic innovation : what they can't teach you at business or design school / / Idris Mootee
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2013
ISBN	9781118748688 1118748689 9781118748855 1118748859
Edizione	[1st edition]
Descrizione fisica	1 online resource (210 p.)
Disciplina	658.4063
Soggetti	Industrial design Product design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Design Thinking for Strategic Innovation; Copyright; Contents; Acknowledgments; Foreword; 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 ThinkerThe 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 MBABusiness 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 RedefinitionBusiness 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 Design Thinking Approach 08: Business Model DesignThe 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 proble
