



Designing for Growth: A Design Thinking Tool Kit for Managers

By Jeanne Liedtka

Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Jeanne Liedtka and Tim Ogilvie educate listeners on one of the hottest trends in business development: design thinking, or the ability to turn abstract ideas into practical applications for maximal business growth. Jeanne Liedtka s recent book, *The Catalyst: How YOU Can Lead Extraordinary Growth*, was named a Top Innovation and Design Thinking Book by Business Week. Tim Ogilvie has been hailed as a visionary for his pioneering contributions to service innovation, business model innovation, and customer experience design. Liedtka and Ogilvie cover the mind-set, techniques, and vocabulary of design thinking; unpack the mysterious connection between design and growth; and teach managers, in a straightforward way, how to exploit design s exciting potential. Exemplified by Apple and the success of their elegant products, and cultivated by high-profile design firms such as IDEO, design thinking unlocks creative right-brain capabilities to solve a range of problems. This approach has become a necessary component of successful business practice, helping managers turn abstract concepts into everyday tools that grow business while minimizing risk.



[READ ONLINE](#)
[5.93 MB]

Reviews

It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.

-- Miss Marge Jerde

It is really an remarkable publication i actually have possibly study. It usually is not going to cost excessive. Its been written in an exceedingly basic way and is particularly only right after i finished reading this publication through which basically transformed me, affect the way i think.

-- Dr. Breana O'Kon