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Solving Problems with Design Thinking: Ten Stories of What Works (Columbia Business School Publishing)

Jeanne Liedtka, Andrew King, Kevin Bennett
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SOLVING PROBLEMS WITH DESIGN THINKING



**JEANNE LIEDTKA, ANDREW KING,
AND KEVIN BENNETT**

 Columbia Business School
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Jeanne Liedtka, Andrew King, Kevin Bennett : Solving Problems with Design Thinking: Ten Stories of What Works (Columbia Business School Publishing) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Solving Problems with Design Thinking: Ten Stories of What Works (Columbia Business School Publishing):

3 of 3 people found the following review helpful. Good insights through case studies, but lacks metrics By Michael

Decent set of design-thinking case studies. It suffered from a lack of metrics, meaning it would have been nice to get an idea of the impact these projects had other than, "We got people really excited and talking about X" or "Now our whole team is committed to this approach." Those are fine, but I think for design thinking to be taken more seriously by the business community, it has to at some point demonstrate its value quantitatively. I would have given five stars if the case studies included proper measurement.

0 of 0 people found the following review helpful. Jeanne Liedtka's book is a practical guide-book as to how ...By Alan GordonJeanne Liedtka's book is a practical guide-book as to how to initiate innovation. Others provide the theory behind design thinking. Jeanne guides readers as to how the theory is put into action. If you appreciate Roger Martin's contributions to leadership, you will be greatly assisted by Jeanne's ability to show how it works.

0 of 0 people found the following review helpful. Must ReadBy CustomerA must read for any executives thinking about culture change from the introduction of design thinking.

Design-oriented firms such as Apple and IDEO have demonstrated how design thinking can directly affect business results. Yet most managers lack a real sense of how to put this new approach to use for issues other than product development and sales growth. *Solving Problems with Design Thinking* details ten real-world examples of managers who successfully applied design methods at 3M, Toyota, IBM, Intuit, and SAP; entrepreneurial start-ups such as MeYou Health; and government and social sector organizations including the City of Dublin and Denmark's The Good Kitchen. Using design skills such as ethnography, visualization, storytelling, and experimentation, these managers produced innovative solutions to problems concerning strategy implementation, sales force support, internal process redesign, feeding the elderly, engaging citizens, and the trade show experience. Here they elaborate on the challenges they faced and the processes and tools they used, offering their personal perspectives and providing a clear path to implementation based on the principles and practices laid out in Jeanne Liedtka and Tim Ogilvie's *Designing for Growth: A Design Thinking Tool Kit for Managers*.

In a clear and simple style, this book shows how design thinking has been applied successfully to address complex and different problems in a variety of organizations, both for- and not-for-profit. The ten case studies provide creative and innovative applications of design principles and supply sufficient detail of use to aid readers in their own planning processes. *Solving Problems with Design Thinking* provides depth of value to the graduate professional classroom while being simple and clear for immediate use by managers.

--Toni Ungaretti, Johns Hopkins UniversityJeanne Liedtka is dedicated to bringing design concepts and theory down from the stratosphere into the hands of managers tackling everyday problems. She and her coauthors achieve just this in "*Solving Problems with Design Thinking*". Read it once for inspiration and encouragement. Then go back to its pages time and time again for models, tools, lessons, and stories that will transform design thinking into a powerful asset for you.

--Roger Martin, Dean of the Rotman School of Management, University of TorontoThis book offers a solid, in-depth look at the power of design thinking to solve organizational problems. Better yet, through real-life examples, it demonstrates a far more important skill: how to uncover the more urgent problems lurking beneath the surface. The authors brilliantly reveal how the design mindset can permeate -- and then transform -- an organization.

--Daniel Pink, author of "*Drive and To Sell Is Human*"About the AuthorDina is an actress living and working in New York City. Dina has been seen in various roles in movies, TV and in the theater. She has also done some stand-up comedy. She has written two one-woman shows. Dina is originally from New Jersey.