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The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems: Amazon.co.uk: Lewrick, Michael, Link, Patrick, Leifer, Larry: 9781119467472: Books. £18.27. RRP: £26.99.

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The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems by Lewrick, Michael; Link, Patrick; Leifer, Larry at AbeBooks.co.uk - ISBN 10: 1119467470 - ISBN 13: 9781119467472 - Wiley - 2018 - Softcover

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The Playbook is the first book about design thinking that this mindset lives from the

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first to the last page. The Playbook comes from three typical design thinking users: Peter is an innovation manager at a large corporation. Lilly works as a design thinking and Lean start-up coach at a university.

Design Thinking Playbook

The recently published Design Thinking Playbook from Wiley & Sons shows how a human centred design approach might be used in the digital transformation. Topics like AI, Blockchain, Big Data Analytics etc. are covered well. However, the playbook postulates a design thinking mindset beyond

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Unmatched as a source of competitive advantage, Design Thinking is the driving force behind those who will lead industries through transformations and evolutions. This

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Products, Services, Businesses And Ecosystems
book describes how Design Thinking is applied across a variety of industries, enriched with other proven approaches as well as the necessary tools, and the knowledge to use them effectively.

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DESCRIPTION A radical shift in perspective to transform your organization to become more innovative
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actionable guide to the future of business.

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Unmatched as a source of competitive advantage, Design Thinking is the driving force behind those who will lead industries through transformations and evolutions. This book describes how Design Thinking is applied across a variety of industries, enriched with other proven approaches as well as the necessary tools, and the knowledge to use them effectively.

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and fast iterations with multidisciplinary teams to solve wicked problems. It is equally applicable to (re-)design products, services, processes, business models, and ecosystems.

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The Design Thinking Playbook is an actionable guide to the future of business. By stepping back and questioning the current mindset, the faults of the status quo stand out in stark relief—and this guide gives you the tools and frameworks you need to kick off a digital transformation.

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Design Thinking is about approaching things differently with a strong user orientation and fast iterations with multidisciplinary teams to solve wicked problems. It is equally applicable to (re-)design products, services, processes, business models, and ecosystems.

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For anyone who's interested in design thinking, I would recommend this book. It is

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packed with information, lesson, tips on how to apply design thinking into transforming your business, organisation and plan for the future. Since the amount of information is really rich, it would be overwhelm when you start.

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When you're ready to give your organization a big step forward, The Design Thinking Playbook is your practical guide to a more innovative future. This book describes how Design Thinking is applied across a variety

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of industries, enriched with other proven approaches as well as the necessary tools, and the knowledge to use them effectively.

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