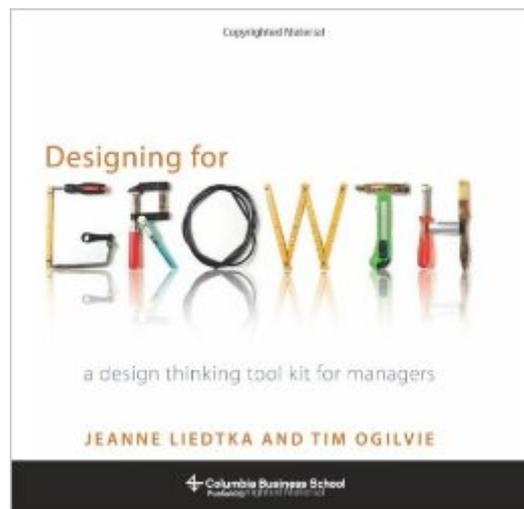


The book was found

Designing For Growth: A Design Thinking Tool Kit For Managers (Columbia Business School Publishing)



Synopsis

Jeanne Liedtka and Tim Ogilvie educate readers in one of the hottest trends in business: "design thinking," or the ability to turn abstract ideas into practical applications for maximal business growth. 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 its 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.

Book Information

Series: Columbia Business School Publishing (Book 2)

Hardcover: 248 pages

Publisher: Columbia Business School Publishing (June 28, 2011)

Language: English

ISBN-10: 0231158386

ISBN-13: 978-0231158381

Product Dimensions: 0.8 x 9 x 9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (46 customer reviews)

Best Sellers Rank: #23,943 in Books (See Top 100 in Books) #17 in [Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design](#) #41 in [Books > Business & Money > Management & Leadership > Strategy & Competition](#) #60 in [Books > Business & Money > Processes & Infrastructure > Organizational Learning](#)

Customer Reviews

There has been a veritable onslaught of strategy and business 'design' literature published in the past few years. Most of it is interesting but falls into one of two traps: either it's too theoretical to put into action, or it's directed to a choir of the design-familiar and leaves everyone else behind. Liedtka and Ogilvie break the mold with their new book, providing a framework and a tool kit to help almost anyone with interest and motivation explore the power of design thinking. It starts with a relatively simple point. Most of the time, most of the world sees the design process as messy and unpredictable and nonlinear and twisted and terribly inefficient. In many organizations, that's why

design is often considered a black box so impenetrable that it's outsourced to marketers, product developers, and, well, designers. Liedtka and Ogilvie take the mess and unbundle it all into a four-phase, 10-step framework that starts to look more like a process that individuals and organizations can learn and replicate. While the steps are somewhat familiar, the recommended approaches in each phase sound reasonable but are more challenging for most people to put into practice. (Try explaining to a typical business planner that you're going to generate new business offerings based on research you conduct with a dozen or so customers, and you'll see what I mean.) Lucky for all of us, *Designing for Growth* provides concrete tools and step-by-step instructions and plenty of real-life examples for each step of the journey so that there's sufficient structure to help the reader navigate the discomfort of trying something new.

[Download to continue reading...](#)

Designing for Growth: A Design Thinking Tool Kit for Managers (Columbia Business School Publishing) *Designing for Growth: A Design Thinking Toolkit for Managers* (Columbia Business School Publishing) *Designing for Growth: A Design Thinking Tool Kit for Managers* The *Designing for Growth Field Book: A Step-by-Step Project Guide* (Columbia Business School Publishing) *Solving Problems with Design Thinking: Ten Stories of What Works* (Columbia Business School Publishing) *Kindle Publishing Box Set: How To Write A Book In Less Than 24 Hours, K Money Mastery & Kindle Marketing Secrets* (Kindle Publishing, Kindle Marketing, Book Publishing, E-Book Publishing) *Hand Tool Essentials: Refine Your Power Tool Projects with Hand Tool Techniques* (Popular Woodworking) *The Digital Transformation Playbook: Rethink Your Business for the Digital Age* (Columbia Business School Publishing) *The Most Important Thing Illuminated: Uncommon Sense for the Thoughtful Investor* (Columbia Business School Publishing) *The Most Important Thing: Uncommon Sense for the Thoughtful Investor* (Columbia Business School Publishing) *Inside the Investments of Warren Buffett: Twenty Cases* (Columbia Business School Publishing) *Charlie Munger: The Complete Investor* (Columbia Business School Publishing) *More Than You Know: Finding Financial Wisdom in Unconventional Places (Updated and Expanded)* (Columbia Business School Publishing) *Capital and the Common Good: How Innovative Finance Is Tackling the World's Most Urgent Problems* (Columbia Business School Publishing) *What I Learned Losing a Million Dollars* (Columbia Business School Publishing) *Interest Rate Swaps and Other Derivatives* (Columbia Business School Publishing) *Investing: The Last Liberal Art* (Columbia Business School Publishing) *Book of Value: The Fine Art of Investing Wisely* (Columbia Business School Publishing) *Creative Strategy: A Guide for Innovation* (Columbia Business School Publishing) *The Activist Director: Lessons from the Boardroom and the Future of the Corporation* (Columbia Business

School Publishing)

[Dmca](#)