



Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation

By Tim Brown

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The myth of innovation is that brilliant ideas leap fully formed from the minds of geniuses. The reality is that most innovations come from a process of rigorous examination through which great ideas are identified and developed before being realized as new offerings and capabilities.

This book introduces the idea of design thinking, the collaborative process by which the designer's sensibilities and methods are employed to match people's needs not only with what is technically feasible and a viable business strategy. In short, design thinking converts need into demand. It's a human-centered approach to problem solving that helps people and organizations become more innovative and more creative.

Design thinking is not just applicable to so-called creative industries or people who work in the design field. It's a methodology that has been used by organizations such as Kaiser Permanente to increase the quality of patient care by re-examining the ways that their nurses manage shift change, or Kraft to rethink supply chain management. This is not a book by designers for designers; this is a book for creative leaders seeking to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.

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Editorial Review

Review

“Brown writes with a winning combination of thoughtfulness, pragmatism and enthusiasm... He avoids the trap of presenting design thinking as a panacea. Mr. Brown charts its failures as well as successes...” (New York Times)

“It’s like getting golf tips from Tiger Wood’s coach. Tim Brown’s firm IDEO has won more medals for innovative design than anyone in the world. If you want to be more innovative at work or in life, study with the coach of champions.” (Chip Heath, co-author of Made to Stick)

“In his new book, the CEO of design shop IDEO shows how even hospitals can transform the way they work by tapping frontline staff to engineer change.” (BusinessWeek)

“This should be mandatory reading for marketers and engineers who can’t understand why a product as cool as the Segway wasn’t a breakout hit.” (Inc.)

“Tim Brown has written the definitive book on design thinking. Brown’s wit, experience, and compelling stories create a delightful journey. His masterpiece captures the emotions, mindset, and methods required for designing everything from a product, to an experience, to a strategy in entirely different ways.” (Robert I. Sutton, author of The No Asshole Rule)

“With people like Brown codifying design thinking, the tools are out there to solve our problems if a few people are willing to attack them with that sort of tenacity.” (Core77)

“Tim Brown’s vision, intellect, empathy and humility shine through every page of this book. Change by Design is for dreamers and doers, for corporate executives and NGO leaders, for teachers, students and those interested in the art of innovation.” (Jacqueline Novogratz, founder, Acumen Fund and author, The Blue Sweater)

“Design thinking... is a way of seeing the world and approaching constraints that is holistic, interdisciplinary, and inspiring.” (Ivy Ross, executive vice president of marketing, The Gap)

“Brown is clear, persuasive, and often funny... Even for those of us without our own sovereign nation or blue-chip corporation, design thinking offers a guide for rethinking and organizing our everyday creative processes.” (SEED)

“Brown makes a potent case for employing this creative collaboration in a variety of settings.” (Miami Herald)

“With clarity and crispness, Tim Brown, CEO of the honored, global design consultancy IDEO, demonstrates through noteworthy examples how the principles of design found in a studio can be applied to many of the most urgent challenges facing society, business and government today.” (Peter F. Eder, World Future Review)

“In his highly readable and compelling new book, Change by Design, Tim argues that “design thinking”

needs to permeate every organization—and shape all of its interactions with its constituents.” (Gary Hamel, writer of Management 2.0)

About the Author

Tim Brown is the CEO and president of IDEO. Ranked independently among the ten most innovative companies in the world, IDEO is the global consultancy that contributed to such standard-setting innovations as the first mouse for Apple and the Palm V.

Today IDEO applies its human-centered approach to drive innovation and growth for the world's leading businesses, as well as for government, education, health care, and social sectors. Tim advises senior executives and boards of Fortune 100 companies and has led strategic client relationships with such corporations as Microsoft, PepsiCo, Procter & Gamble, and Steelcase.

Users Review

From reader reviews:

Kenneth Sisk:

A lot of people always spent their particular free time to vacation or maybe go to the outside with them family members or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or even playing video games all day long. If you want to try to find a new activity that is look different you can read the book. It is really fun for yourself. If you enjoy the book that you simply read you can spent all day long to reading a reserve. The book Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation it is very good to read. There are a lot of folks that recommended this book. These people were enjoying reading this book. Should you did not have enough space to develop this book you can buy typically the e-book. You can m0ore very easily to read this book from a smart phone. The price is not to cover but this book provides high quality.

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