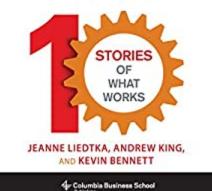The book was found

Solving Problems With Design Thinking: Ten Stories Of What Works

SOLVING PROBLEMS WITH DESIGN THINKING

STORIES OF WHAT WORKS

JEANNE LIEDTKA, ANDREW KING, AND KEVIN BENNETT

Columbia Business School Publishing

Synopsis

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 10 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.

Book Information

Audible Audio Edition

Listening Length: 7 hoursÃ Â andÃ Â 23 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: June 14, 2016

Whispersync for Voice: Ready

Language: English

ASIN: B01GU2Y1SI

Best Sellers Rank: #20 inÃ Â Books > Audible Audiobooks > Arts & Entertainment > Design
#127 inÃ Â Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design
#155 inÃ Â Books > Business & Money > Processes & Infrastructure > Structural Adjustment

Customer Reviews

It sounds, from the repeated author references, that the better book must be "Designing for Growth" by Lietzau and Ogilve. That book offers this approach, again, based on REPEATED references in THIS book:What is?What if?What wows?What works?This book offers very little. It represents a soft, social approach, and reinforces the idea that there is a decision making process/hierarchy that

could probably withstand the burden of adding useless process majors to the team. Slow it down, add expense, what business WOULDN'T like that? The case studies aren't interesting or well written, and it's hard to tell if they are even on topic. Very fuzzy thinking. Don't hire these people.Drive valueMarshal internal supportUser journeyIterate with [people]Create value togetherDrive resultsBuzzwords

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.

Jeanne Liedka'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.

As a big fan of Design Thinking, the book is useful because it describes objective exemples from real life of different organizations, from different sectors, of how they used design thinking to solve real life problems.

I found the book helpful in providing B to B examples which seem to be missing in most DesignThink Training. As well, the examples that are not product related also provides insights on success stories concerning configuration and experience type opportunities.

pleased to find a practical application of Design Thinking in the messy real world. some stylisation of problems and seems some element of artistic license in fitting results into the process but enjoyable and incredibly helpful stories.

First, this is a GREAT little book on Kindle or your cloud-- the publishers/ authors knew better than to use mice sized illustrations, formulas that get slaughtered, etc. on e-readers. The little "essence" curve diagram for design thinking, for example, (based on the more expensive and thorough

previous text like books by these authors) is large, crisp, and nicely embedded in the Kindle page spread about asking the four DT "Whats" about what is, what if, what wows and what works.In the sense of Gail Fairhurst's powerful framing book (The Power of Framing: Creating the Language of Leadership) this little book contains illustrative stories about how the frame of "design thinking" (a combination of creativity, customer research, engineering and marketing all rolled up into a strawman "how designers think" model) make folks like Apple successful.This is where I start to differ a little with the publisher's promos. The book, in promo, comes off as a "big company" text-- how to get around the politics of managers not thinking they are creative and selling new and innovative ideas to "execs." Well, frankly, this book and frame work just as well if you're an infopreneur wearing the design, management, accounting and distribution hats on different days in a one person writing, software development, consulting, etc. company! This book is a kindof "lab" for the lectures of the author's other fine, larger texts on design thinking, as it cuts right to the chase of real world stories (also a DT technique!). Frankly, I've read all three books in the series and will opine that this one is fine to grok the whole idea.There are fads like one minute manager etc. that writers make up and become "trendy." DT could be seen in that frame, but so could the iphone, so... don't dismiss it because it DOES have elements of let's create a neologisim and hope people buy it. There are legitimate and helpful new angles/ frames whether you're a brilliant design creative framing into finance or vice versa. As an Engineer, I see fellow creatives - design engineers in my field who don't "believe" they have a creative bone in their body, yet they do what this book calls design thinking all day long.This book kicks in when you leave the most efficient design pattern in OOP and start considering the user interface. Of course the specific best of breed book in that field is Cooper (About Face 3: The Essentials of Interaction Design), but this is a close second at the 30,000 foot view scale, with variety that includes a wide array of products and ideas, and tangentially, even services.For the price on Kindle, and the new frames it opens up, highly recommended.

Very useful, concrete with examples to aply Design Thinking concepts

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