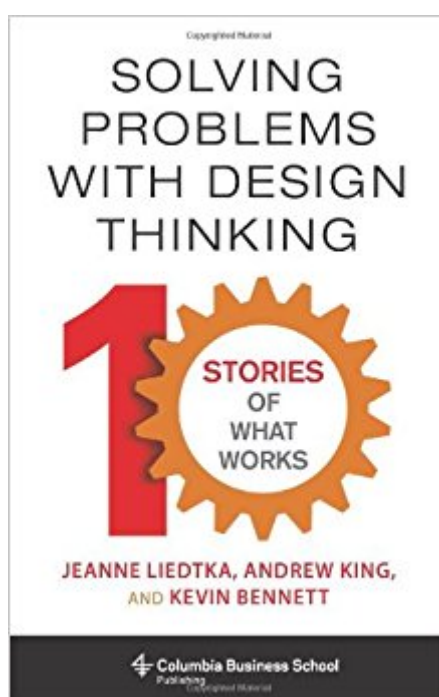The book was found

Solving Problems With Design Thinking: Ten Stories Of What Works (Columbia Business School Publishing)

Synopsis

Design-oriented firms such as Apple and IDEO have demonstrated how design thinking can affect business results. However, most managers lack a sense of how to use this new approach 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 such problems as implementing strategy, supporting a sales force, redesigning internal processes, feeding the elderly, and engaging citizens. They elaborate on the challenges they faced and the processes and tools they used, 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

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Customer Reviews

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"

Jeanne Liedtka has been involved in the corporate strategy field for more than thirty years. She has served as associate dean of the MBA program at the Darden School of Business, executive director of the Batten Institute for Entrepreneurship and Innovation, and chief learning officer at United Technologies Corporation.Andrew King has a faculty appointment to the Darden School of Business as a research associate for the Batten Institute.Kevin Bennett has worked for organizations ranging from technology start-ups to government institutions and is currently manager for marketing and partnership development at Personal, a technology start-up in Washington, D.C.

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

Solving Problems with Design Thinking: Ten Stories of What Works (Columbia Business School Publishing) CRITICAL THINKING: A Beginner's Guide To Critical Thinking, Better Decision Making, And Problem Solving ! (critical thinking, problem solving, strategic thinking, decision making) Solving Problems with Design Thinking: Ten Stories of What Works Designing for Growth: A Design Thinking Tool Kit for Managers (Columbia Business School Publishing) Design Thinking for the Greater Good: Innovation in the Social Sector (Columbia Business School Publishing) Positive Thinking: 50 Positive Habits to Transform you Life: Positive Thinking, Positive Thinking Techniques, Positive Energy, Positive Thinking,, Positive ... Positive Thinking Techniques Book 1) Narrative and Numbers: The Value of Stories in Business (Columbia Business School Publishing) Business Secrets of the Trappist Monks: One CEO's Quest for Meaning and Authenticity (Columbia Business School Publishing) The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) KINDLE PUBLISHING: How To Build A Successful Self-Publishing Business With Kindle and Createspace. A Detailed, Step-By-Step Guide To The

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