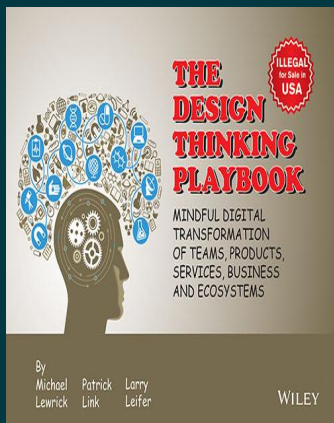




# The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Business and Ecosystems

By [ NOT PROVIDED ] author

Paperback

9788126578832

[ NOT PROVIDED ]  
publication\_date

₹270.00

Pages : [ NOT PROVIDED ] pages pages

## Description

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. 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. It inspires radical innovation as a matter of course, and ignites capabilities beyond mere potential.

## About the Author

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