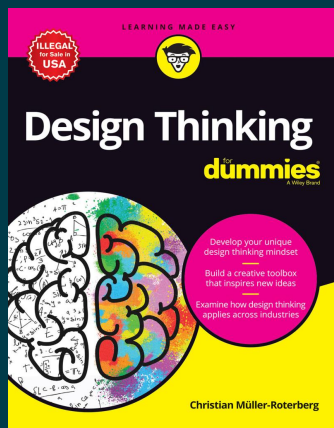


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Design Thinking For Dummies

By Christian Muller-Roterberg

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• Description

Design thinking is not just the property of graphic designers. This approach to creating solutions by thinking from the customer perspective can lead to new and innovative ideas that old methods could not approach. Design Thinking For Dummies provides a jump-start to get you and your organization on the path to new creativity. Written by a design thinking thought leader, this book helps you through the design thinking cycle and shows how it can help any industry.

• About the Author

Christian Muller-Roterberg

Prof. Dr. Christian Muller-Roterberg (Mulheim

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Beyond the Book

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Part 1: Getting Started with Design Thinking

Chapter 1: Everything You Need to Know About Design Thinking

- This Is Design Thinking
- More than just design
- More than just a workshop
- More than just brainstorming

- More than just methods
- Seeing What Design Thinking Can Do
- Developing new products
- Creating new services
- Designing new business models
- Designing social and organizational innovations
- Establishing a culture of innovation
- Understanding the Basics of Design Thinking
- Following and communicating the principles
- Getting an overview of the whole process
- Going through the process in detail
- Start Design Thinking Right Away
- Assembling the team
- Defining team roles and communication practices
- Planning the project work
- Furnishing the work environment
- Asking for support

Chapter 2: Understanding the Principles of Design Thinking

- Focusing on People Early On
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- Actively Involving the Lead User
- Developing Empathy
- Illustrating Ideas
- Failing in Order to Learn
- Ensuring Diversity on the Team
- Offering Team-Oriented and Creative Workspaces
- Making the Process Flexible Yet Focused

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- Communicating the vision
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- Conducting the decision-making process in an efficient manner
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