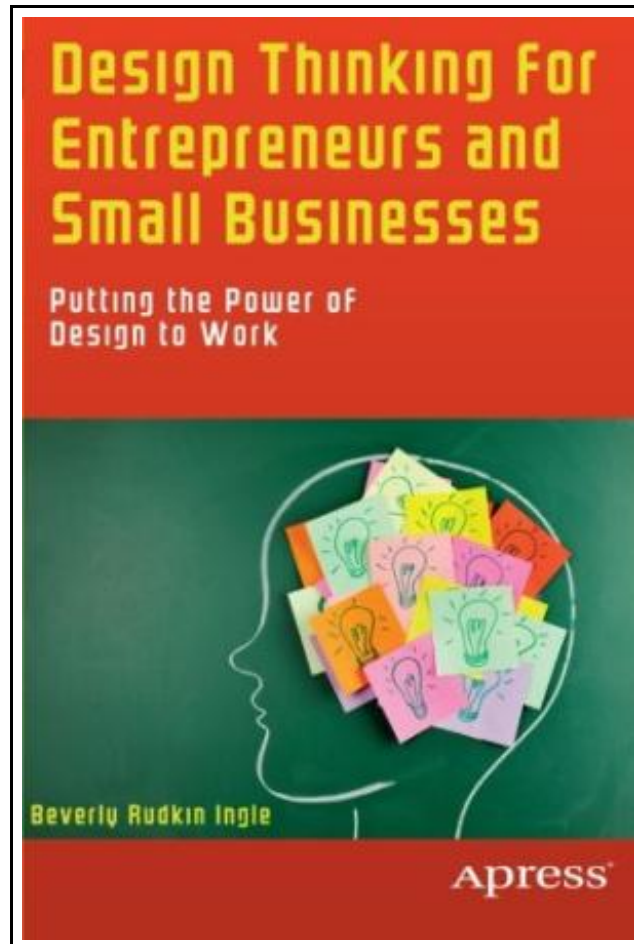


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Springer Verlag Gmbh Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 229x152x10 mm. - Design thinking is a strategic approach that melds art with science and technology to solve problems and identify opportunities. Employing a heavy dose of creativity and innovation, it is a hands-on methodology to create more successful processes, products, services, and customer experiences. Best of all, results can be measured and repeated. Until now, design thinking has been the playground for corporate leadership with big budgets, giving large companies the advantage of the innovation that comes from using the latest design-thinking tools emerging from Stanford, Harvard, Northwestern, and elsewhere. Now, thanks to design-thinking expert Beverly Ingle, entrepreneurs and small-business owners can make the design-thinking playground their own - and on a much smaller budget. Design Thinking for Entrepreneurs and Small Businesses shows how design-thinking tools, models, explorations, and applications can transform your business. You will learn the core processes of design thinking: defining the problem; creating and analyzing a variety of solutions; exploring, prototyping, and testing the most viable solutions; refining the solutions, and deploying them. The book offers just enough theory to provide readers with working knowledge of design thinking, but its value lies in the practical, proven, hands-on information that entrepreneurs, small-business owners, and senior leadership can put to use immediately. By the time you've finished reading the last chapter of Design Thinking for Entrepreneurs and Small Businesses, you will not just be thinking about producing new products and services - you'll be doing it. You'll also be doing a better job making customers feel at home and loyal, and you'll be developing creative solutions to everything from marketing to operations to logistics. 172 pp. Englisch.

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