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# Designing For Growth: A Design Thinking Toolkit For Managers (Columbia Business School Publishing)



## Synopsis

Jeanne Liedtka and Tim Ogilvie educate readers in one of the hottest trends in business development: "design thinking," or the ability to turn abstract ideas into practical applications for maximal business growth. Jeanne Liedtka's recent book, *The Catalyst: How YOU Can Lead Extraordinary Growth*, was named a Top Innovation and Design Thinking Book by Business Week. Tim Ogilvie has been hailed a visionary for his pioneering contributions to service innovation, business model innovation, and customer experience design. Liedtka and Ogilvie cover the mindset, techniques, and vocabulary of design thinking, unpack the mysterious connection between design and growth, and teach managers, in a straightforward way, how to exploit design's exciting potential. Exemplified by Apple and the success of their elegant products, and cultivated by high profile design firms such as IDEO, design thinking unlocks creative right brain capabilities to solve a range of problems. This approach has become a necessary component of successful business practice, helping managers turn abstract concepts into everyday tools that grow business while minimizing risk.

## Book Information

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## Customer Reviews

There has been a veritable onslaught of strategy and business 'design' literature published in the past few years. Most of it is interesting but falls into one of two traps: either it's too theoretical to put into action, or it's directed to a choir of the design-familiar and leaves everyone else behind. Liedtka and Ogilvie break the mold with their new book, providing a framework and a tool kit to help almost anyone with interest and motivation explore the power of design thinking. It starts with a relatively simple point. Most of the time, most of the world sees the design process as messy and unpredictable and nonlinear and twisted and terribly inefficient. In many organizations, that's why design is often considered a black box so impenetrable that it's outsourced to marketers, product developers, and, well, designers. Liedtka and Ogilvie take the mess and unbundle it all into a four-phase, 10-step framework that starts to look more like a process that individuals and organizations can learn and replicate. While the steps are somewhat familiar, the recommended approaches in each phase sound reasonable but are more challenging for most people to put into practice. (Try explaining to a typical business planner that you're going to generate new business offerings based on research you conduct with a dozen or so customers, and you'll see what I mean.) Lucky for all of us, *Designing for Growth* provides concrete tools and step-by-step instructions and plenty of real-life examples for each step of the journey so that there's sufficient structure to help the reader navigate the discomfort of trying something new.

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