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Designing for Growth: A Design Thinking Tool Kit for Managers

By Jeanne Liedtka

Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Jeanne Liedtka and Tim Ogilvie educate listeners on 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 as a visionary for his pioneering contributions to service innovation, business model innovation, and customer experience design. Liedtka and Ogilvie cover the mind-set, 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.



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Reviews

It is just one of my personal favorite publications. It is among the most awesome publications I have read. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Delia Rutherford**

Undoubtedly, this is actually the finest work by any author. Of course, it is perfect, nonetheless an amazing and interesting literature. You will like just how the author published this book.

-- **Dr. Isom Dibbert Jr.**