

Change by Design How Design Thinking Transforms Organizations and Inspires Innovation



BOOK DETAILS

- Author : Tim Brown
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BOOK SYNOPSIS

In *Change by Design*, Tim Brown, CEO of IDEO, the celebrated innovation and design firm, shows how the techniques and strategies of design belong at every level of business. *Change by Design* is not a book by designers for designers; this is a book for creative leaders who seek to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.

CHANGE BY DESIGN HOW DESIGN THINKING TRANSFORMS

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