



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

By Tim Ogilvie, Jeanne Liedtka

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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.

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