



Design Thinking Pocket Guide

Robert A. Curedale

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Just the essential information to get you up to speed with Design Thinking in a compact portable format with important methods described step by step. Design Thinking is an approach to designing products, services, architecture, spaces and experiences that is being quickly adopted by designers, architects and some of the world's leading brands such as GE, Target, SAP, Procter and Gamble, IDEO and Intuit. It is being taught at leading universities including Stanford and Harvard. Design Thinking creates practical and innovative solutions to problems. It drives repeatable innovation and business value. Design Thinking can be used to develop a wide range of products, services, experiences and strategy. It can be used to understand and make informed design decisions when developing complex product service systems offered by most corporations today. This book is an indispensable Design Thinking reference guide for: -Architects, industrial designers, interior designers, UX and web designers, service designers, exhibit designers, design educators and students, visual communication designers, packaging and fashion designers, all types of designers -Engineers and Marketing professionals -Executives and senior business leaders -Decision makers in R&D of products, services, systems and experiences -School teachers and school students Chapters describe in easy to understand language: -History of Design Thinking -What is Design Thinking -Why use Design Thinking -Who can use Design Thinking -How to create spaces for effective Design Thinking -Design Thinking process in detail -Design Thinking methods described step by step. The author Robert Curedale focuses the experience of decades of design practice and teaching for some of the world's leading brands, design consultancies, design schools and universities in Asia, Australia, Europe and North America. Robert has authored seven best selling books on design. He is currently design consultant and adjunct Professor at Art Center College of Design in Pasadena.



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