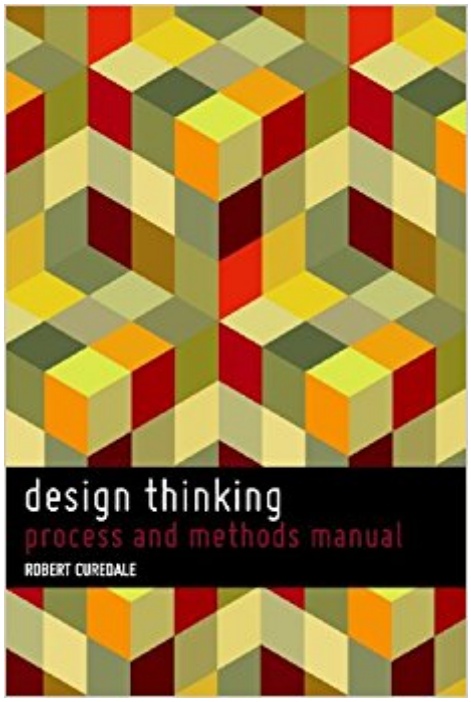
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Design Thinking: Process And Methods Manual



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Synopsis

This book is the most extensive reference available to Design Thinking. 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 worldÃ¢â ¬â„¢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 is an approach that can be applied by anyone. 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 -150 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 worldÃ¢â ¬â„¢s leading brands, design consultancies, design schools and universities in Asia, Australia, Europe and North America. He established and manages the worldÃ¢â ¬â„¢s largest online network of around 300,000 of the worlds most influential design executives, professional working designers and architects. Robert has been the author of six best selling books on on design.

Book Information

Paperback: 398 pages
Publisher: Design Community College Inc. (February 1, 2013)
Language: English
ISBN-10: 0988236249
ISBN-13: 978-0988236240
Product Dimensions: 6 x 0.9 x 9 inches
Shipping Weight: 1.5 pounds (View shipping rates and policies)
Average Customer Review: 2.9 out of 5 stars 13 customer reviews
Best Sellers Rank: #451,281 in Books (See Top 100 in Books) #119 inÃ Â Books > Arts &

Photography > Graphic Design > Commercial > Book Design #2579 inÃ Â Books > Arts & Photography > Decorative Arts & Design

Customer Reviews

Rob Curedale was born in Australia and worked as a designer, director and educator in leading design offices in London, Sydney, Switzerland, Portugal, Los Angeles, Silicon Valley, Detroit, and China. He designed and managed over 1,000 products and experiences as a consultant and in-house design leader for the worldÃ¢â ¬â„¢s most respected brands. Rob has three decades experience in every aspect of product development, leading design teams to achieve transformational improvements in operating and financial results. RobÃ¢â ¬â„¢s designs can be found in millions of homes and workplaces around the world. He is the author of seven books related to design, research and design thinking. Rob teaches as an Adjunct Professor at Art Center College of Design in Pasadena and consults to organizations in the United States and internationally and presents workshops related to design. He has taught at many respected design schools and universities throughout the world including Yale, Pepperdine University, Art Center Pasadena, Loyola University, Cranbrook, Pratt, Art Center Europe; and schools in Portugal, China and Australia.

I have never seen a printed, published book with so many errors. Proofread please!! The content is mostly good, although much of it is fluff.

Some of the content is fineThe internal design of the book is very poorThe type size is too small and integration of imagery lazy

The book was damaged, it looked like it had gotten wet (basically the half of the book) and then dried. I can read it but I’m not happy with that, because I was expecting a NEW book.

Very useful. I’m using it daily as I work through my thesis on Design Thinking.

A very good work of creating order out of the chaos that many people think "design thinking" is a code word for. It clearly outlines the processes and both on a theoretical and tactical level that deliver user-centric design.

A Great book about desing process and ideas behind it. The process is based on user centered instead of designer-centric!

Typography is so bad :(.

Nice guide

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