

# Designing For Growth A Design Thinking Toolkit For Managers Columbia Business School Publishing Hardcover 2011 Author Jeanne Liedtka Tim Ogilvie

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Now, my firm has a strong position in the innovation arena, supported in part by three seminal reads: *Designing for Growth*, *Change by Design* and *Lean Startup*. This book is a good beginner's tool to understand how to "design think". Enjoy! Read more. 2 people found this helpful. Helpful.

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