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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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a design thinking tool kit for managers

Jeanne's current research explores how design thinking can be used to enrich our ability to create inclusive strategic conversations about organizational futures. Her previous book, *The Catalyst: How You Can Become an Extraordinary Growth Leader* (Crown Business, 2009), is based on a three-year Batten Institute study of operating managers who ...

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6 DESIGNING FOR GROWTH Taking design seriously means acknowledging the difference between what scientists do and what designers do. Whereas scientists investigate today to discover explanations for what already is, designers invent tomorrow to create something that isn't. To get to growth, we have to create

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Designing for Growth: 5 Keys to Innovation

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