



Design Thinking: Integrating Innovation, Customer Experience, and Brand Value

By Thomas Lockwood



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Design Thinking confirms that design, as a process and as an output, has greater opportunity to add value to the triple bottom line than any other business function. Ranked in the top 100 best seller list by Amazon in design, marketing, and communication book categories, Design Thinking explores point-of-views, techniques, methods, and hands-on case studies from international thought leaders. It covers design thinking methods; design thinking in service design; design thinking in brand building; and design thinking in creating customer experiences. The book includes insights by Thomas Lockwood along with 24 contributing authors.

"In this compilation of essays from many of design's biggest thinkers, Lockwood pushes forward our understanding of the intersection of design and business. I found it a treat for both sides of my brain."

Roger Martin, author, *The Opposable Mind*; Dean, The Rotman School of Management, University of Toronto

"A much-needed book, which paves the way towards a better understanding of design thinking and its power. A fundamental reading for all those who like to grasp the multifaceted nature of design."

Roberto Verganti, author, *Design Driven Innovation*; Professor of Innovation, Politecnico di Milano

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Editorial Review

Review

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"This collection of work from some of the design industry's top thought leaders will further stimulate valuable discussion on how, through collaborative and innovative thinking, we can design a better future for all societies and business."—**Stefano Marzano, president, Philips Design**

"The practical value of 'Design Thinking' for managers isn't just in its impressive breadth and scope. The design perspectives and principles it articulates are essential for organizations looking to intensify their innovations and animate their brands. Cogent, readable and usable, this book makes design investment a smart choice."—**Michael Schrage, author, *Serious Play*; fellow, MIT Sloan School of Management**

About the Author

Thomas Lockwood is the co-author and editor of four books: *Design Thinking* (2010), *The Handbook of Design Management* (2011), *Corporate Creativity* (2008) and *Building Design Strategy* (2007). He is one of the few people in the world with a Ph.D. in Design Management, and is recognized as a thought leader at integrating design and innovation practice into business and building great design and UX organizations. Lockwood is a design adviser to companies and to countries, a frequent design award judge, and has been a keynote speaker and led workshops in over 20 countries. He is the President of Lockwood Resource, an international consulting and recruiting firm specializing in building great design, UX and innovation leadership organizations. Tom was previously the President of the Design Management Institute, DMI, a Design Director at Sun Microsystems and StorageTek, and a principal, Creative Director and Art Director at several design and branding firms. He blogs about Design and Innovation leadership for Fast Company fastcodesign.com/user/thomas-lockwood and at Lockwood Resource: lockwoodresource.com/

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