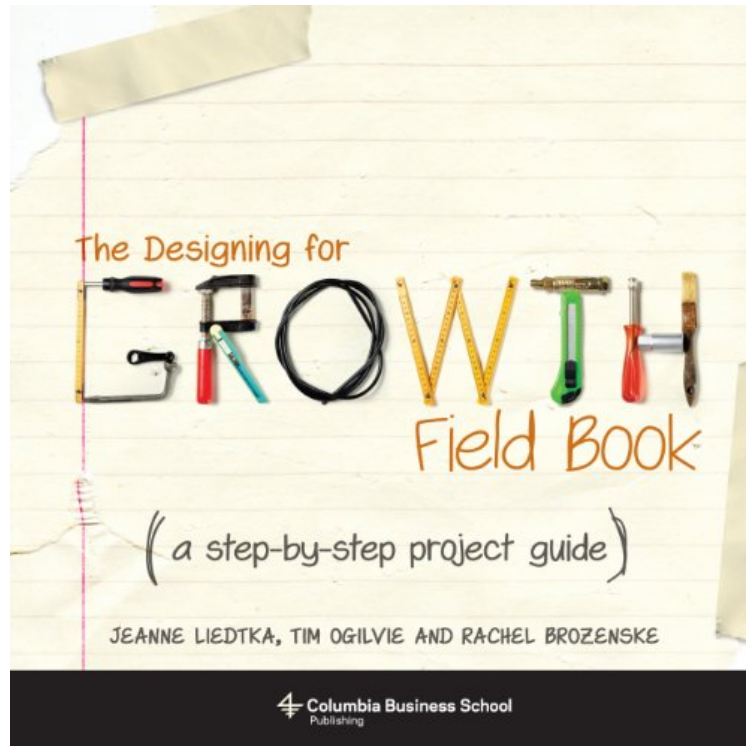


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## The Designing for Growth Field Book: A Step-by-Step Project Guide (Columbia Business School Publishing)

*Jeanne Liedtka, Tim Ogilvie, Rachel Brozenske*  
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**Jeanne Liedtka, Tim Ogilvie, Rachel Brozenske : The Designing for Growth Field Book: A Step-by-Step Project Guide (Columbia Business School Publishing)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Designing for Growth Field Book: A Step-by-Step Project Guide (Columbia Business School Publishing):

5 of 5 people found the following review helpful. As AdvertisedBy B. JohnsonDesign Thinking is a hot ticket right now. This is just what it says it is - a "fieldbook." It sets out a simple, systematic 15 step process and provides a set of tools to guide anyone through the design thinking process. The process is based on generating answers to 4 key questions -- What Is? (the status quo and the problems with it) What If? (the possible solutions) What wows? (what attracts customers to prefer it as the solution) What works? (features and functionality of the solution that solve the problem). Simple? And clever. The book also provides 18 tools to implement the 15 steps.I took the author's Coursera course. I recommend the course and this book to anyone who is considering using -- or merely becoming knowledgeable about -- Design Thinking.4 of 4 people found the following review helpful. Design Thinking for Business InnovationBy MatthewI took Professor Liedtka's online course, Design Thinking for Business Innovation, last year and really enjoyed it. I've read the Designing for Growth book and this is a great compliment to it. If you took the class, some of these templates were available early but I'm glad I have the paperback version now.Design thinking is a hot topic right now. Liedtka and Ogilvie have created an accessible and pragmatic toolkit for field work.

Employees and entrepreneurs everywhere that are eager to try a new approach to creating customer value should check it out. I highly recommend it. 1 of 1 people found the following review helpful. have given me a fantastic and very practical roadmap for the User Experience (UX) ...By Bernie Gil'm embarking for the first time on a large and complex design and business transformation project. Designing for Growth, the reference book and this Field Book, have given me a fantastic and very practical roadmap for the User Experience (UX) part of the project that I am leading. I particularly like the combination of design templates and steps, with the project management items, ex: the Design Brief. I am so glad I found this book.

In *Designing for Growth: A Design Thinking Tool Kit for Managers (D4G)*, Jeanne Liedtka and Tim Ogilvie showed how design can boost innovation and drive growth. In this companion guide, also suitable as a stand-alone project workbook, the authors provide a step-by-step framework for applying the D4G toolkit and process to a particular project, systematically explaining how to address the four key questions of their design thinking approach. The field book maps the flow of the design process within the context of a specific project and reminds readers of key D4G takeaways as they work. The text helps readers identify an opportunity, draft a design brief, conduct research, establish design criteria, brainstorm, develop concepts, create napkin pitches, make prototypes, solicit feedback from stakeholders, and run learning launches. The workbook demystifies tools that have traditionally been the domain of designers -- from direct observation to journey mapping, storytelling, and storyboarding -- that power the design thinking process and help businesses align around a project to realize its full potential.

In a clear and simple style, this book shows how designing thinking has been applied successfully to address complex and very different problems in a variety of organizations, both for- and not-for-profit. The ten cases in the book provide creative and innovative applications of the design principles, providing sufficient detail to be of use to readers in their own planning processes. The book provides sufficient depth to be of value to the graduate professional classroom while being simple and clear for immediate use by managers.--Toni Ungaretti, Johns Hopkins University-  
About the Author Jeanne Liedtka is a professor at the Darden School of Business. Her other books include *The Catalyst: How You Can Become an Extraordinary Growth Leader* and *The Physics of Business Growth*. Tim Ogilvie is cofounder and CEO of Peer Insight, an innovation strategy consulting firm based in Washington, D.C. Rachel Brozenske is vice president of Allison Partners, an organizational development consulting practice in Charlottesville, and a lecturer at the Darden School of Business.