
CONTENTS

Acknowledgments	ix
Foreword Erik Roth	x
SCENE 01 There's No More Business As Usual	viii
The Butterfly Effect and Long-Range Planning	12
Applied Design Thinking Is Strategic Innovation	16
Time to Think beyond Crisis Mode	18
Changing Management Paradigms	22
SCENE 02 What Is Design Thinking, Really?	26
Is Design Thinking a Science or an Art?	34
Design Thinking Has Been Oversimplified	38
SCENE 03 Applied Design Thinking in Business and Strategy	46
Design Thinking to the Rescue	56
We've Lost Touch with What's around Us	58
Every Future Business Leader Needs to Be a Good Design Thinker	60
The 10 Design Thinking Principles That Redefine Business Management	62
SCENE 04 Introducing the Design Thinking MBA	76
<i>Business Challenge 01: Growth</i>	82
<i>Business Challenge 02: Predictability</i>	94
<i>Business Challenge 03: Change</i>	108
<i>Business Challenge 04: Maintaining Relevance</i>	118
<i>Business Challenge 05: Extreme Competition</i>	126
<i>Business Challenge 06: Standardization</i>	136
<i>Business Challenge 07: Creative Culture</i>	148
<i>Business Challenge 08: Strategy and Organization</i>	156
SCENE 05 Hiring Design Thinkers Is Not Enough; We Need to Create Design Thinking Companies	188
About the Author	203
Photo Credits	204
Index	205