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## Design Thinkers Pocket Book (Paperback)

By Robert Curedale

Design Community College, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Perhaps the most complete guide to Design Thinking methods and process available. 229 pages crammed with all you need to know to start applying Design Thinking as practiced by some of the world's leading brands and designers. Step-by-step descriptions of dozens of core Design Thinking methods. Detailed step-by-step description of the Design Thinking process. Dozens of templates and exercises and charts. Full color Extensively edited and expanded from 1st edition. From an author who has decades of high-level international experience in design practice and teaching, author of one of the world's best-selling titles on Design Thinking: Design Thinking Process and Methods Manual who has taught Design Thinking for 5 years to thousands of students. For designers of all types, architects, managers, marketing professionals, engineers teachers, students and everyone interested in Design Thinking. There has been a rapidly growing interest in Design Thinking. Recently large corporations including Pepsi and IBM announced major initiatives to train their staff and adopt Design Thinking. Design Thinking is an approach to designing products, services, architecture, spaces, and experiences as...



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