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Thinking Tool Kit for Managers (D4G) showed how organizations can use design thinking to boost innovation and drive growth. This updated and expanded companion guide is a stand-alone project workbook that provides a step-by-step framework for applying the D4G tool kit and process to a particular project, systematically explaining how to address the four key questions of the design thinking approach. [PDF] Designing For Growth Download ~ "Read Online Free" In Designing for Growth, Claudia Kotchka told us of her time at P&G that getting people to try the methodology was crucial: "We would take 10 people from a business unit, all disciplines, and put them on a wicked problem. We never told them they

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Only a customer playing with a prototype can answer that. With design thinking, you can nurture disruptive possibilities and unlock the zeal in your organization. -

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