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# Design A Better Business: New Tools, Skills, And Mindset For Strategy And Innovation



## Synopsis

This book stitches together a complete design journey from beginning to end in a way that youâ™ve likely never seen before, guiding readers (you) step-by-step in a practical way from the initial spark of an idea all the way to scaling it into a better business. Design a Better Business includes a comprehensive set of tools (over 20 total!) and skills that will help you harness opportunity from uncertainty by building the right team(s) and balancing your point of view against new findings from the outside world. This book also features over 50 case studies and real life examples from large corporations such as ING Bank, Audi, Autodesk, and Toyota Financial Services, to small startups, incubators, and social impact organizations, providing a behind the scenes look at the best practices and pitfalls to avoid. Also included are personal insights from thought leaders such as Steve Blank on innovation, Alex Osterwalder on business models, Nancy Duarte on storytelling, and Rob Fitzpatrick on questioning, among others.

## Book Information

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## Customer Reviews

A fantastic collection of thoughts, practical methodologies and an overall bent to getting real innovation done in the real world. Too many innovation-focused business books these days are based on fanciful methodologies that sound great in theory, but lack substantive examples of how to put this kind of thinking into practice. In Design a Better Business, the authors have compiled both the abstract approaches as well as real-world cases of successful innovation practices that give the reader a clear, well reasoned strategy for innovating in their businesses, products and teams.

As a Designer I am THRILLED to see our industry finally blend with the business world. This is probably the most approachable business book I know: It doesn't matter who you are, how old you are and what your background is, I promise you, this book will be the handbook for any situation you're stuck in or if you have a crazy big idea but you have no plan how to make it happen! You'll get tools and the best-practices from crazy innovators from NGO over startups up to the big corporates of the world. Seriously! You'll learn a lot. It's so good!

It is a very hands-on book with a lot of examples on how to apply Design Thinking to your business. I love the way they have designed the book. It is very visual which makes it a lot easier to grasp the content and understand how to apply it yourself. You can quickly browse through and zoom in on the elements that are most relevant for you at this moment, without having to read every single word. Must have for everyone who is interested in strategy and innovation.

Finally! One book that brings together all of the amazing tools that we need to create better businesses, run better meetings and build better futures. Lisa and her co-authors have compiled a fantastic resource guide that is not only beautifully designed but also puts everything you need right at your finger tips -- with fast passes, checklists, tips, and guidelines for every step of your design journey. Their double-loop landscape lays out the entire process to follow to build your team, establish your point of view, understand your customer's world, ideate, prototype and then scale and validate your ideas. If every company, non-profit and community used this book, we'd have a lot more happy customers, clients and community members the world over. Get started today - buy this book! I'm sure you'll love it as much as I do.

A comprehensive suite of tools and techniques to design better businesses, integrating international best practice from around the world to provide a common language for strategy and innovation - sorely needed into today's volatile, uncertain, complex and ambiguous world!

This is an excellent book for both Business Design practitioners and company exec's looking for inspiration. I love the mixture of visuals and words, which offer such richness to the content and also make it both an end-to-end read & easy browsing. What is most striking is that the stories are real, have been compiled from an impressive International Networks of people, and present practical facts, to-do's, guidance etc. Read it, enjoy it & apply it!

Great, easy to use resource for those starting a new business or growing an existing business. With easy to read examples, beautiful graphics and a smart step-by-step process, Design a Better Business shows the power of using design in building an idea or company. With 'design strategy' and 'design thinking' on the top of many businesses minds, this book gives practical and strategic ways to create value through design in your workplace.

It is so visually appealing! The tone is very approachable without being so casual that it causing a lack of credibility. This would be something I would highly recommend for anyone thinking of starting a business to save time and money on your idea. (Validate validate validate!). I could also see this of value for those in an established business that is starting to show some slowing in revenue or has an appetite to make fundamental changes to their company DNA and the way they do business.

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