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
  Business Challenge 01: Growth 82
  Business Challenge 02: Predictability 94
  Business Challenge 03: Change 108
  Business Challenge 04: Maintaining Relevance 118
  Business Challenge 05: Extreme Competition 126
  Business Challenge 06: Standardization 136
  Business Challenge 07: Creative Culture 148
  Business Challenge 08: Strategy and Organization 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