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Olof Schybergson,
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thinking's

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fundamental to

business success. As

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2 Harvard Business Review ... Fjord, views design thinking ' s empathetic stance as fundamental to business success. As he told an interviewer, " Going direct to consumers is a big disruptor....There are new opportunities to gather data and

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insights about consumer behavior, likes, dislikes....Those who have data and an appetite for innovation will prevail. ” These acquisitions suggest that ...

Comes of Age -
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The authors studied
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major design-thinking projects within large private- and public-sector organizations in five countries and found that effective leadership is critical to their success. They focused not on how individual design teams did their work but on how the senior executives

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who commissioned
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is a discipline that
uses the designers
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thinking, its history,

and how the human-

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centered process
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writes that design
isn't just the beautiful
wrapper that holds
an idea—instead, it's
an integrated process
that can transform
products, services,
process, and even
strategy

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