

## The Design Of Business Roger Martin

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The Design of Business by Roger Martin is a thought-provoking book that seeks to probe the reasons behind the current state of business and the new ways of thinking needed to change that state for the better. The book in my opinion is miss-titled as it is more about thinking than design.

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In The Design of Business, Roger Martin offers a They yearn to come up with a game—changing innovation like Apple's iPod, or create an entirely new category like Facebook. Many make genuine efforts to be innovative—they spend on R&D, bring in creative designers, hire innovation consultants.

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The Design of Business - Roger Martin

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The Design of Business: Why Design Thinking is the Next Competitive Advantage is a 2009 book by Roger Martin, Dean of the University of Toronto 's Rotman School of Management. In the book, Martin describes the concept of design thinking, and how companies can incorporate it into their organizational structure for long term innovation and results.

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Roger Martin - Home

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[Amazon.com: Design of Business: Why Design Thinking is the ...](#)

Roger Martin is the dean of the Rotman School of Management at the University of Toronto. In 2007 BusinessWeek named him one of the ten most influential business professors in the world. I have used several of his articles in classes I teach on creativity and innovation. One of my favorites is his 2004 article entitled “ The Design of Business. ”

[The Design of Business, an Interview of Roger Martin](#)

In The Design of Business, Roger Martin contends that organizations can balance intuitive originality and analytic mastery in a dynamic interplay that he calls design thinking. This approach is necessary, according to Martin, to maintain long-term competitive advantage.

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