

Creating Breakthrough Ideas The Collaboration Of Anthropologists And Designers In The Product Development Industry

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One of my favourite books is Creating Breakthrough Ideas: The Collaboration of Anthropologists and Designers in the Product Development Industry. Edited by Susan Squires and Bryan Byrne chapters include: Managing for Breakthroughs: A View from Industrial Design, Charles Leinbach

Reveals how research, design, and development firms are actively recruiting social scientists, as ethnographic research becomes more central to the creation of new products and services for U.S. and global markets.

Innovation Through Understandingsm The toughest part of innovation? Accurately predicting what customers want, need, and will pay for. Even if you ask them, they often can ' t explain what they want. Now, there ' s a breakthrough solution: Innovation Games. Drawing on his software product strategy and product management consulting experience, Luke Hohmann has created twelve games that help you uncover your customers ' true, hidden needs and desires. You ' ll learn what each game will accomplish, why it works, and how to play it with customers. Then, Hohmann shows how to integrate the results into your product development processes, helping you focus your efforts, reduce your costs, accelerate time to market, and deliver the right solutions, right from the start. Learn how your customers define success Discover what customers don ' t like about your offerings Uncover unspoken needs and breakthrough opportunities Understand where your offerings fit into your customers ' operations Clarify exactly how and when customers will use your product or service Deliver the right new features, and

make better strategy decisions Increase empathy for the customers ' experience within your organization Improve the effectiveness of the sales and service organizations Identify your most effective marketing messages and sellable features Innovation Games will be indispensable for anyone who wants to drive more successful, customer-focused product development: product and R&D managers, CTOs and development leaders, marketers, and senior business executives alike.

Customers are people. They have trouble understanding their own problems. And even if they think they understand their problems, they often can't describe the solutions they seek. Of course, many times they often don't know they had a problem or that they desired a solution, until they see or possess it. This book takes the challenge of developing customer understanding head on by providing a fresh perspective on how to use a variety of games with customers to develop the understanding that forms the foundation of innovation. Innovation Games is organized in two parts. The first describes each of the twelve games. The second provides sample processes and templates to help the reader organize their team, plan and run a game, and incorporate the results into their product development plans. The exercises described in this book provide a unique and fun approach to a problem that has plagued product developers and managers for many years: how to identify a customer's thoughts and behaviors in order to ensure your product is solving the right problems.

Identifies the importance of a conscious, planned and shared collaborative environment that promotes teamwork, creativity and enthusiasm, revealing counter-intuitive facts while sharing research-based examples that identify the essential components of an effective team. 15,000 first printing.

Placed at the nexus between marketing and organisational studies, this book breaks a new ground on the intersection of these two disciplines with design management. With the latest marketing thinking assigning greater emphasis on organisations co-creating value with consumers and other stakeholders by placing them at the heart of the product/service development process, it has never been more important to integrate marketing and organisational perspectives into design management. This text explores the importance of managing design strategies, design processes, and design implementation in a way that it puts the human and the society at the centre, contributing to organisational success, customer gratification, and social welfare. Drawing from a variety of scholarly research and personal commercial insights, this book integrates key concepts of marketing, innovation, and design, to provide an in-depth discussion of the subject of design management. With end-of-chapter exercises, case studies, and reflective insights along with online teaching materials, Design Management: Organisation and Marketing Perspectives is an essential text for students in design management, marketing, and innovation, or for anyone interested in gaining an in-depth understanding of how design can be successfully managed in order to generate the best answers to contemporary global challenges.

Design Attitude is a book for those who want to scratch beneath the surface and explore the impact design and designers have in organisations. It offers an alternative view on the sources of success and competitive advantage of companies such as Apple, where design plays a leading role. It sheds light on the cultural dynamics within organisations, where professional designers have a significant presence and influence. At its heart, the book asks a question: what is the nature of designers ' contribution that is truly unique to them as professionals? To answer this deceptively simple question the author combines a multitude of hours of ethnographic study inside the design community; in-depth interviews with executives and designers from Apple, IDEO, Wolff Olins, Philips Design, and Nissan Design; and a follow-up quantitative study. Since the author comes from a management and not a design background, the book offers a different perspective to most publications in the area of Design Thinking. It is a mirror held up to the community, rather than a voice from within. Design Attitude makes the compelling argument that looking at the type of the culture designers produce, rather than the type of processes or products they create, is potentially a more fruitful way of profiling the impact of design in organisations. With design being recognised as an important strategic framework by companies, not-for-profit organisations, and governments alike, this book is a distinct and timely contribution to the debate.

In recent years announcements of the birth of business anthropology have ricocheted around the globe. The first major reference work on this field, the Handbook of Anthropology in Business is a creative production of more than 60 international scholar-practitioners working in universities and corporate settings from high tech to health care. Offering broad coverage of theory and practice around the world, chapters demonstrate the vibrant tensions and innovation that emerge in intersections between anthropology and business and between corporate worlds and the lives of individual scholar-practitioners. Breaking from standard attempts to define scholarly fields as products of fixed consensus, the authors reveal an evolving mosaic of engagement and innovation, offering a paradigm for understanding anthropology in business for years to come.

Today ' s society is making great leaps in its effort to obtain ever more and ever more specific know-how in various specialties, with the consequence that the structures of today ' s companies are become increasingly complex. This in turn leads to problems at the points of interface, which calls for a comprehensive approach to solutions. Creating Desired Futures defines design a creative, analytical method to develop and explore alternative solutions to complex problems, and it shows that design is particularly well suited to the business world ' s current need for innovative strategies. In twenty-four essays by designers, architects, and representatives of large companies such as Nike and Shell, the book shows how such a design-based approach can help define, assess, and solve problems for companies. It presents not only specific strategies from actual practice but also innovative approaches from the world of corporate consulting. Essays by researchers and teachers discuss theoretical aspects of the subject "Design Thinking." Michael Shamiyeh is a practicing architect with his own firm (Shamiyeh Associates) and also founder and direction of the DOM (Design—Organisation—Media) Research Laboratory at the Kunstuniversit ä t Linz. He works on the relevance of creative, analytical approaches in architectural thinking to solve complex problems in the area of Strategic Business Thinking and Innovation. Shamiyeh has received numerous awards, including the Innovation Prize (2008) of the Austrian Federal Ministry for Science and Research and well as the Future Award (ZuP, 2003) and the Award for Entrepreneurship (2000), both awarded by the Austrian government.

Tools To Create A Workplace You Love Imagine, for a moment, a workplace where you and your co-workers: * Share a clear and common purpose. * Conduct open and respectful conversations. * Easily build commitment to new ideas and approaches. * Use simple tools to guide decisions, actions, and accountability. * Find opportunities to innovate, learn and grow. * Have complete trust and confidence in one another. This workplace does exist a workplace where people think differently and achieve their goals, crush the competition, turn customers into enthusiastic fans, and love going to work every day. It's called a Collaborative Workplace and it starts inside this book. Follow the story of an almost fictitious finance grad as he experiences four different workplaces. You are likely to find your own workplace among them. Then, get the Breakthrough Tools you need to make the shift to a Collaborative Workplace wherever you are and regardless of your job title. Creating a Collaboration Breakthrough is not only doable, it is essential in today's highly chaotic, competitive, uncertain, and ever changing business landscape. The only question is: Do you have the courage to make it happen?

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This timely handbook represents the latest thinking in the field of technology and innovation management, with an up-to-date overview of the key developments in the field. The editor provides with a critical, introductory essay that establishes the theoretical framework for studying technology and innovation management. The book will include 15-20 original essays by leading authors chosen for their key contribution to the field. These chapters chart the important debates and theoretical issues under 3 or 4 thematic headings. The handbook concludes with an essay by the Editor highlighting the emergent issues for research. The book is targeted as a handbook for academics as well as a text for graduate courses in technology and innovation management.

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