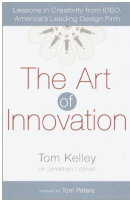


HOW TO GET IN TOUCH WITH DESIGN THINKING

A SELECTION OF RECOMMENDED READINGS

Design Thinking Classics



Tom Kelley and Jonathan Littman (2001): The Art of Innovation



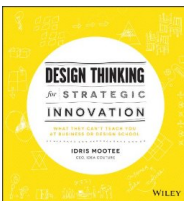
Tim Brown (2009): Change by Design – How Design Thinking Transforms Organizations and Inspires Innovation



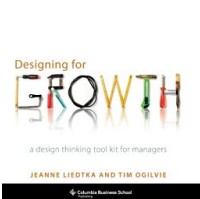
Roger L. Martin (2009): The Design of Business: Why Design Thinking is the Next Competitive Advantage



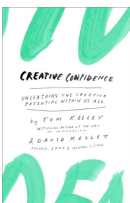
Gavin Ambrose and Paul Harris (2009): Design Thinking – The Act or Practice of Using Your Mind to Consider Design



Idris Mootee (2013): Design Thinking for Strategic Innovations: What They Can't Teach You at Business or Design School

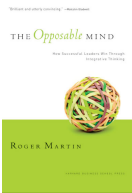


Jeanne Liedtka, Tim Ogilvie (2011): Designing for Growth: A Design Thinking Tool Kit for Managers

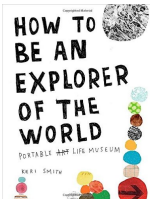


Tom Kelley, David Kelley (2013): Creative Confidence: Unleashing the Creative Potential within us all.

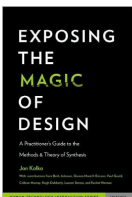
Design Thinking Additional Reading



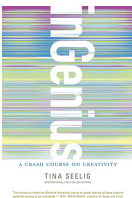
Roger L. Martin (2007): The Opposable Mind – How Successful Leaders Win Through Integrative Thinking



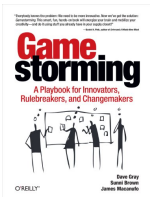
Keri Smith (2008): How to be an Explorer of the World



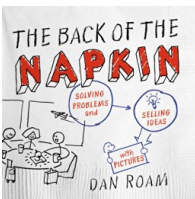
Jon Kolko (2011): Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis



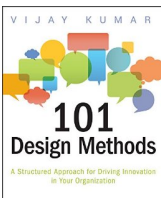
Tina Seelig (2012): inGenius: A Crash Course on Creativity.



Dave Gray, Sunni Brown, James Macanuff (2010): Gamestorming – A Playbook for Innovators, Rulebreakers, and Changemakers



Dan Roam (2008): Back on Napkin – Solving Problems and Solving Ideas with Pictures

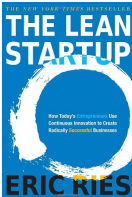


Vijay Kumar (2013): 101 Design Methods – A Structured Approach for Driving Innovation in Your Organization.

Design Thinking (Cont...)



Richard Verganti (2009): Design-Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean



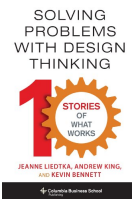
Eric Ries (2011): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.



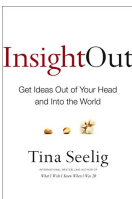
Scott Doorley and Scott Witthoft (2012): make space – How to Set the Stage for Creative Collaboration



Thomas Lockwood (2009): Design Thinking: Integrating Innovation, Customer Experience, and Brand Value



Jeanne Liedtka, Andrew King, Kevin Bennett (2013): Solving Complex Problems with Design Thinking: Ten Stories That Worked.

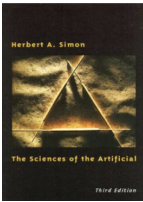


Tina Seelig (2015): Insight Out: Get Ideas Out of Your Head and Into the World.

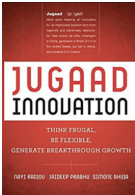


John Spencer (2016): Launch: Using Design Thinking to Boost Creativity and Bring Out the Maker in Every Student.

Design Thinking (Cont...)



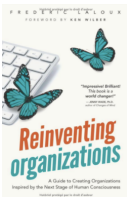
Herbert A. Simon (1969): The Sciences of the Artificial



Navi Radjou, Simone Ahuja, Jaideep Prabhu (2012): Jugaad Innovation: A frugal and flexible approach to innovation for the 21st century.

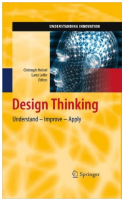


Steven Johnson (2011): Where Good Ideas Come From: The Seven Patterns of Innovation.



Frederic Laloux (2014): Reinventing Organizations: A Guide to Creating Organizations Inspired by the Next Stage of Human Consciousness.

Design Thinking Research



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.)
(2010): Design Thinking: Understand – Improve - Apply



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.)
(2012): Design Thinking Research: Studying Co-Creation in Practice



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.)
(2012): Design Thinking Research: Measuring Performance in Context



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.)
(2013): Design Thinking Research: Building Innovation Eco-Systems



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.)
(2014): Design Thinking Research: Building Innovators



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.)
(2015): Design Thinking Research: Making Design Thinking Foundational



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.)
(2016): Design Thinking Research: Taking Breakthrough Innovation Home

Recommended Articles

Beckman, S. L., & Barry, M. (2007), Innovation as a Learning Process: Embedding Design Thinking, *California Management Review*, 50(1): 25-56.

Boni, A. A., Weingart, L. R., & Evenson, S. (2009). Innovation in an Academic Setting: Designing and Leading a Business Through Market-Focused, Interdisciplinary Teams. *Academy of Management Learning & Education*, 8(3): 407-417.

Brown, T. (2008), "Design Thinking," *Harvard Business Review*, 86 (June), 84- 92.

Brown, T. & Watts, J. (2010), "Design Thinking for Social Innovation," *Stanford Social Innovation Review*, Winter, 30-35.

Dunne, D., & Martin, R. (2006). Design Thinking and How It Will Change Management Education: An Interview and Discussion. *Academy of Management Learning & Education*, 5(4): 512-523.

Kelley, T. & Kelley, D. (2012), "Reclaim Your Creative Confidence," *Harvard Business Review*, 90 (December), 1-5.

Marzano, S. (2005), "People as a Source of Breakthrough Innovation," *Design Management Review*, Spring, 23-29.

McGrath, R.G. (2011), "Failing By Design," *Harvard Business Review*, 89 (April), 77-83.

Porcini, M. (2009), "Your New Design Process is Not Enough – Hire Design Thinkers!," *Design Management Review*, 20 (3), 7-18.

Verganti, R. (2006), "Innovating Through Design," *Harvard Business Review*, 84 (December), 114-122.

Brown, T. and Martin, R. (2015), "Design for Action," *Harvard Business Review*, 93 (September), 56-64.

Practical resources (tools, techniques, etc.)

IDEO. [Human centred design toolkit](#).

IDEO & Riverdale. [Design thinking for educators toolkit](#).

Open Colleges. [45 design thinking resources for educators](#).

Namahn & Design Flanders. [Service design toolkit](#).

Politecnico di Milano. [Service design tools](#).

Stanford University. [D.School design thinking virtual crash course](#).

Stickdorn, M. & Schneider J. [This is service design thinking: basics – tools – cases](#). [Book]. BIS Publishers.

Frog Design. [The Collective Action Toolkit](#)

Google Venture. [The Design Sprint](#)

We Think. [Social Innovation Guide](#)

Videos of interest

Isaac, E. (2013). [Ethnography](#).

Design Council. (2013). [The value of design](#).

Central. (2010). [Design ethnography](#).

Johnson, S (2010). [Where good ideas come from](#)

Sinek, S. (2009). [How great leaders inspire action](#).

Brown, T. (2008). [Tales of creativity and play](#).