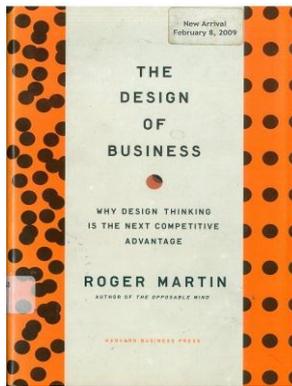# Books Display on Design Thinking

The mission of design thinking is to translate observations into insights and insights into products and services that will improve lives

— Tim Brown

EMPATHIZE — DEFINE — IDEATE — PROTOTYPE — TEST — IMPLEMENT

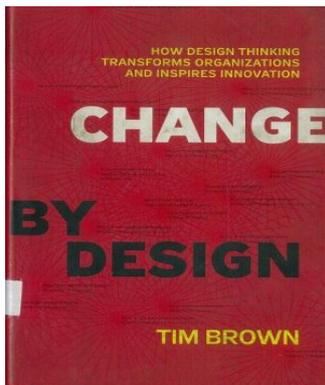UNDERSTAND — EXPLORE — MATERIALIZE
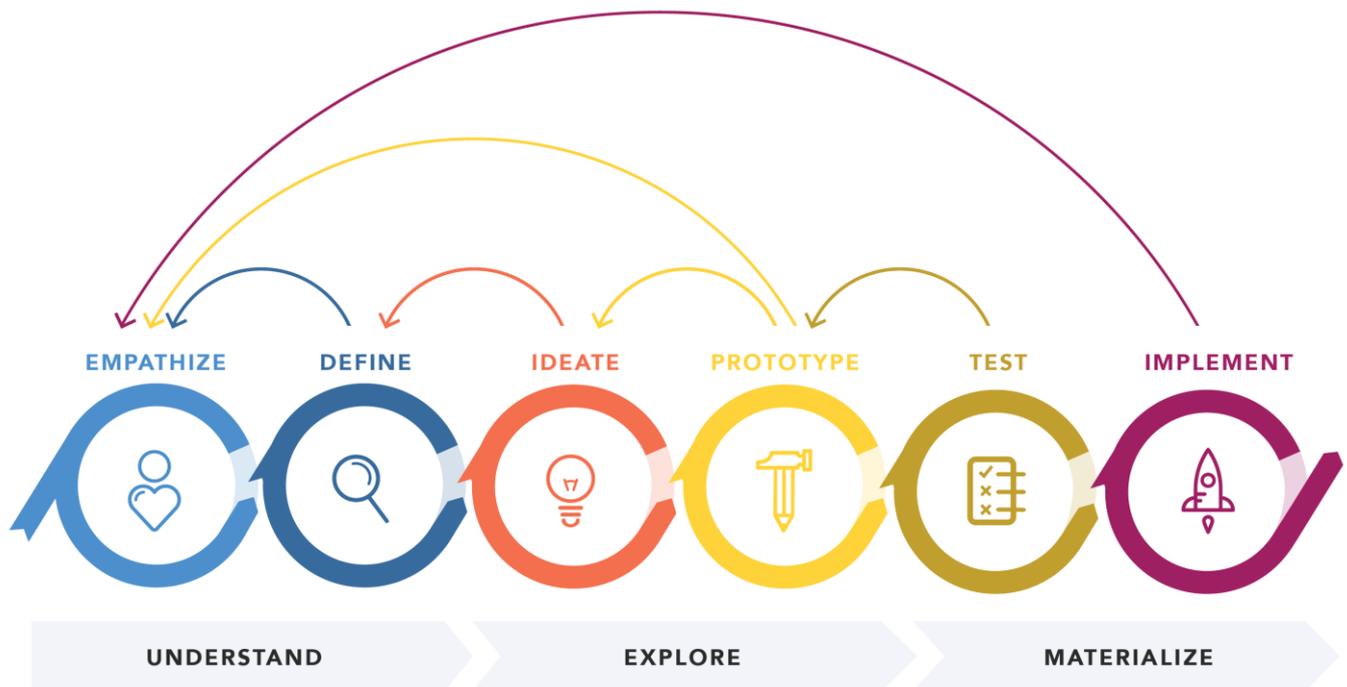
DESIGN THINKING 101 NNGROUP.COM

1

The design of business: why design thinking is the next competitive advantage by Roger Martin. Boston: Harvard Business Press,2009
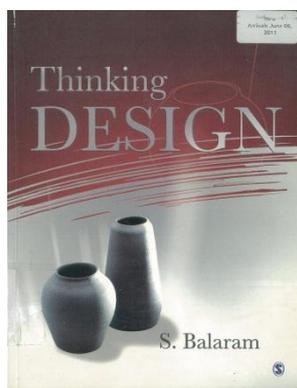
658.4063 M2D3 (169333)

Place Hold

2

Change by design: how design thinking transforms organizations and inspires innovation by Tim Brown and Barry Katz. New York: Harper Collins Publishers,2009
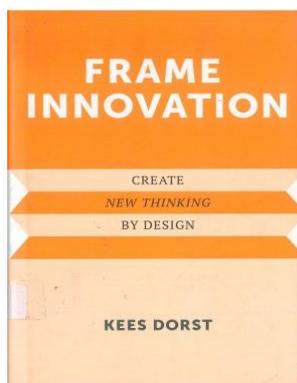
658.4063 B7C4 (184376)

Place Hold

3

Thinking design by S. Balaram. New Delhi: SAGE Publications,2011

745.20954 B2T4 (172988)

Place Hold

4

Frame innovation: create new thinking by design by Kees Dorst. Cambridge: The MIT Press,2015
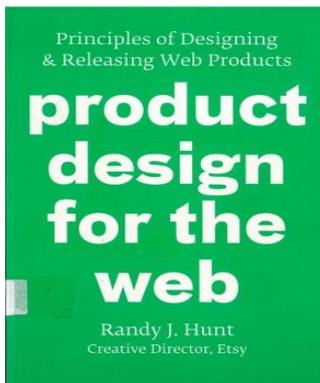
745.2 D6F7 (190934)

Place Hold

5

Design things by A. Telier. Cambridge: The MIT Press,2011

724.7 T3D3 (175164)
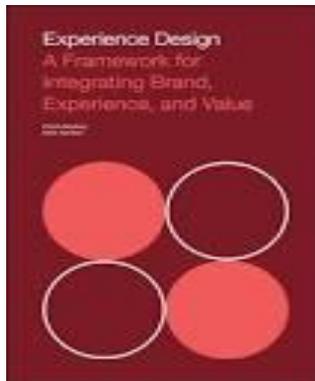
Place Hold

6

Product design for the web: principles of designing and releasing web products by Randy J. Hunt. Berkeley: California, New Riders Publishing ,2013
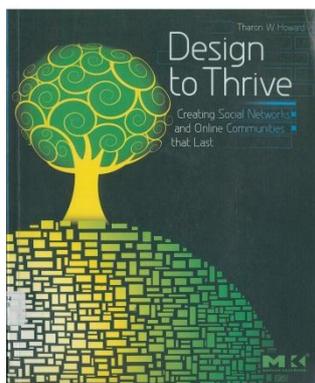
006.7 H8P7 (188987)

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7

Experience design: a framework for integrating brand, experience, and value by Kevin Farnham and Patrick Newbery. Hoboken: John Wiley and Sons,2013

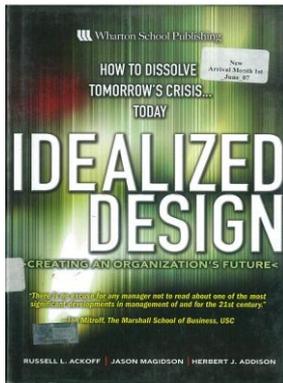**658.5752 N3E9 (188063)**

Place Hold

8

Design to thrive: creating social networks and online communities that last by Tharon W Howard. Burlington: Morgan Kaufmann Publishers,2010

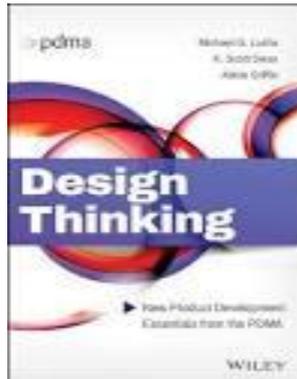**006.754 H6D3 (190260)**

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Idealized design: creating an organization's future by Russell L. Ackoff, Jason Magidson and Herbert J. Addison. New Delh:i Dorling Kindersley (India) Pvt. Ltd.,2006
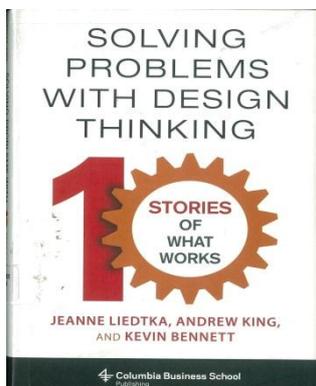
658.4 A2I2 (161858)

Place Hold

10

Design thinking: new product development essentials from the PDMA by Luchs, Michael G [Editor]; Swan, K. Scott [Editor]; Griffin, Abbie [Editor]; Product Development & Management Association. New Jersey: John Wiley & Sons Inc, 2016

658.5752 D3 (191511)
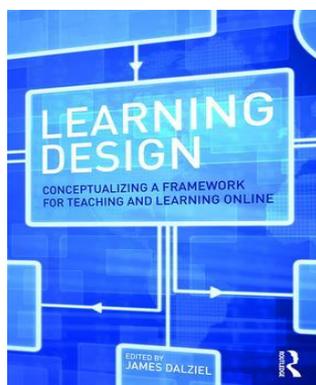
Place Hold

11

Solving problems with design thinking: 10 stories of what works by Jeanne Liedtka, Andrew King and Kevin B. Bennett. New York: Columbia Business School, 2013

658.403 L4S6 (185689)
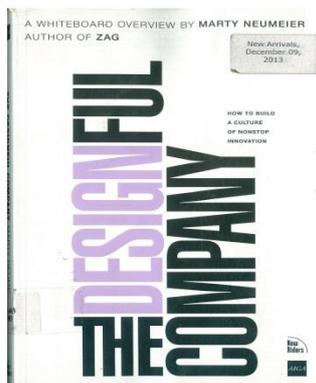
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Learning design: conceptualizing a framework for teaching and learning online by James Dalziel. London: Routledge Taylor and Francis Group,2016

371.3 L3 (193301)

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The designful company: how to build a culture of nonstop innovation by Marty Neumeier. Berkeley: California New Riders, 2008

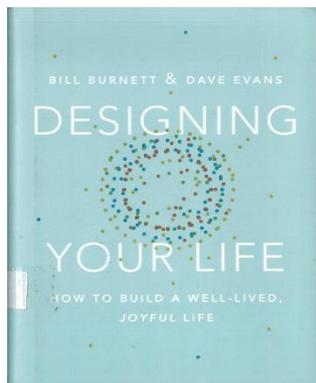**658.4063 N3D3 (180352)**

Place Hold

14

Deconstructing product design: exploring the form, function, usability, sustainability, and commercial success of 100 amazing products by William Lidwell and Gerry Manacsa. Beverly (Massachusetts): Rockport Publishers, 2009
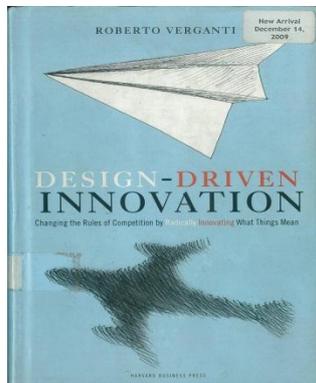
745.2 L4D3 (188057)

Place Hold

15

Designing your life: how to build a well-lived, joyful life by Bill Burnett and Dave Evans. New York: Knopf Doubleday Publishing Group, 2016
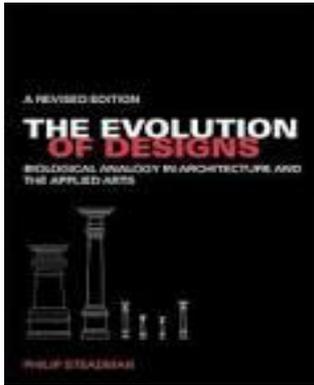
650.1 B8D3 (193383)

Place Hold

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Design driven innovation: changing the rules of competition by radically innovating what things mean by Roberto Varganti. Harvard: Business Press, 2009
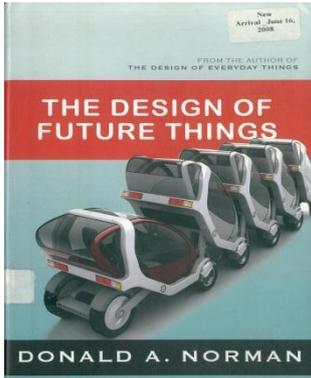
658.514 V2D3 (169046)

Place Hold

17

The evolution of designs: biological analogy in architecture and the applied arts by Philip Steadman. New York: Routledge, 2008

720.105 S8E9 (166934)

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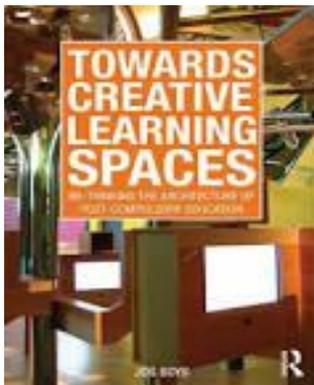
18

The design of future things by Donald A. Norman. New York: Basic Books, 2007
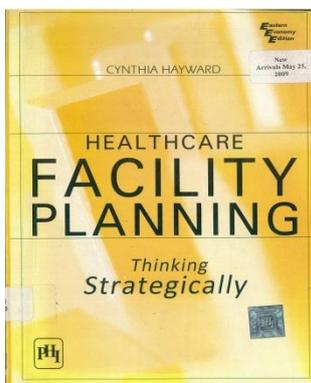
745.2 N6D3 (165339)

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Towards creative learning spaces: re-thinking the architecture of post-compulsory education by Jos, Boys. London: Routledge, 2011

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Healthcare facility planning: thinking strategically by Cynthia
Hayward. New Delhi: PrenticeHall of India Pvt. Ltd., 2008
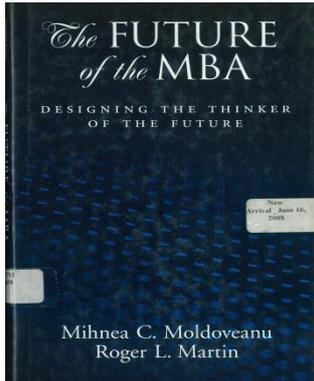
725.5 H2H3 (167843)

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Well-designed: how to use empathy to create products people love by Jon Kolko. Boston (Massachusetts): Harvard Business Review Press, 2014
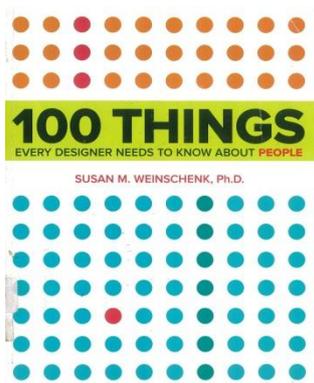
658.5 K6W3 (187965)

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The future of the MBA: designing the thinker of the futureby Mihnea C. Moldoveanu and Roger L. Martin. New York: Oxford University Press Inc., 2008

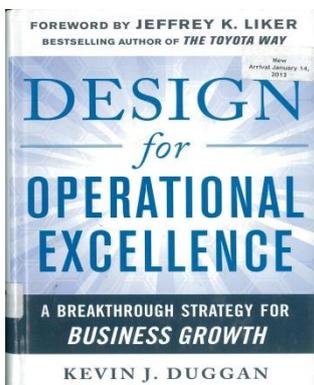**650.711 M6F8 (165361)**

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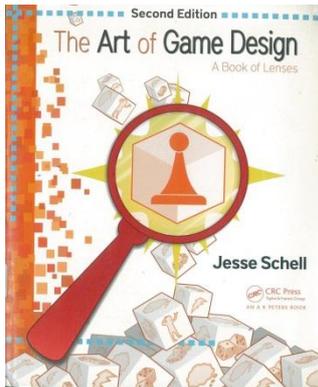
745.4 W3H8 (189919)

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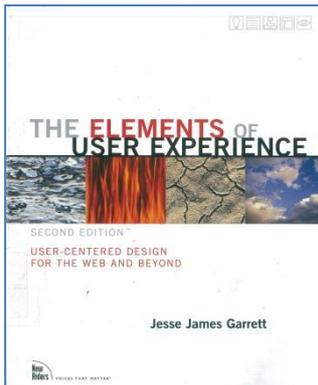
658.406 D8D3 (177740)

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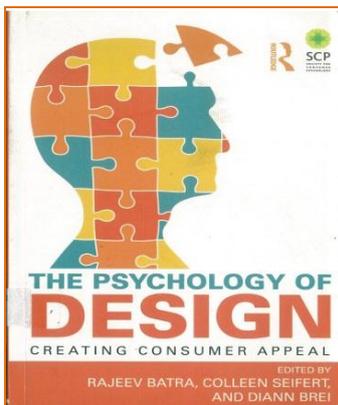
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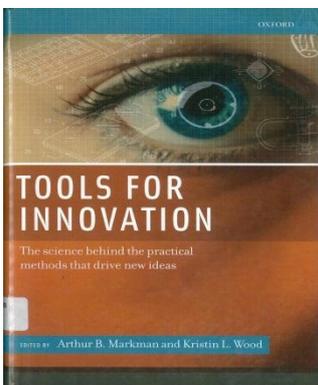
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The psychology of design: creating consumer appeal by Rajeev Batra: Colleen M Seifert and Diann Brei. New York: Routledge, 2016
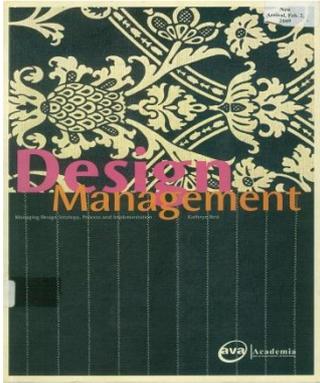
658.5752 P8 (190482)

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Tools for innovation: the science behind the practical methods that drive new ideas by Arthur B. Markman. New York: Oxford University Press, 2009
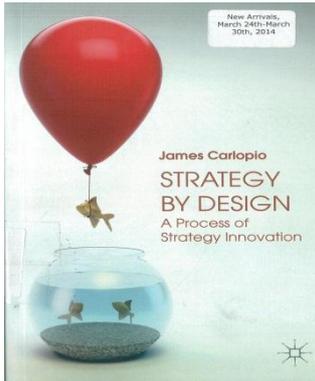
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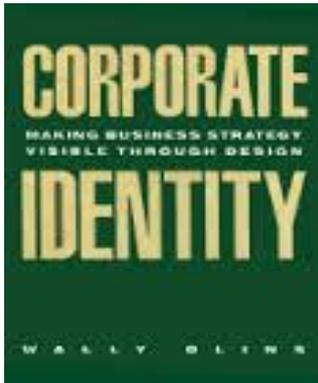
658.575 B3D3 (167120)

Place Hold

30

Strategy by design: a process of strategy innovation by James Carlopio. New York: Palgrave Macmillan, 2013

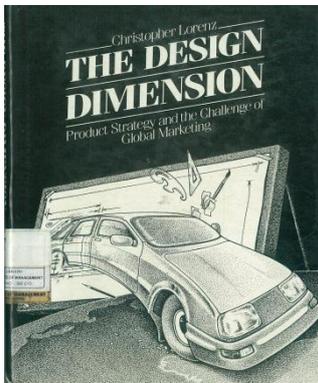**658.4012 C2S8 (180976)**

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Corporate identity:making business strategy visible through designby Wally Olins. Boston (Massachusetts): Harvard Business Review Press,1990

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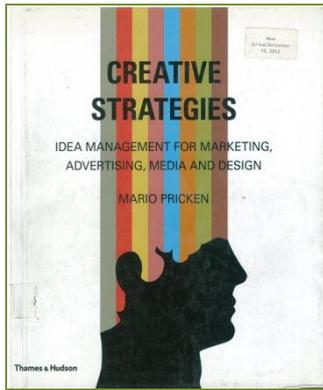
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The design dimension: product strategy and the challenge of global marketing by Lorenz, Christopher. Oxford: Basil Blackwell,1986

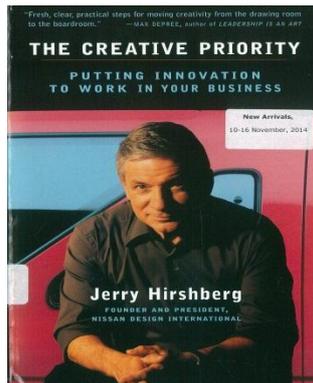**658.57 L6D3 (111743)**

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Creative strategies: idea management for marketing, advertising, media and design by Mario Pricken. London: Thames & Hudson, 2010
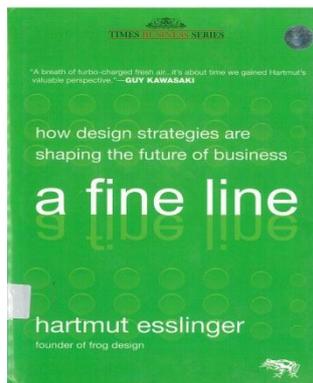
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34

The creative priority: driving innovative business in the real world by Jerry Hirshberg. New York: Harper Business,1999

658.5 H4C7 (186426)

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A fine line: how design strategies are shaping the future of business by Hartmut Esslinger. San Francisco: John Wiley and Sons, 2011

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