



Design Thinking: New Product Development Essentials From the Pdma (Hardback)

By Michael G. Luchs, Scott Swan, Abbie Griffin

John Wiley Sons Inc, United States, 2015. Hardback. Condition: New. Language: English . Brand New Book. Develop a more systematic, human-centered, results-oriented thought process Design Thinking is the Product Development and Management Association s (PDMA) guide to better problem solving and decision-making in product development and beyond. The second in the New Product Development Essentials series, this book shows you how to bridge the gap between the strategic importance of design and the tactical approach of design thinking. You ll learn how to approach new product development from a fresh perspective, with a focus on systematic, targeted thinking that results in a repeatable, human-centered problem-solving process. Integrating high-level discussion with practical, actionable strategy, this book helps you re-tool your thought processes in a way that translates well beyond product development, giving you a new way to approach business strategy and more. Design is a process of systematic creativity that yields the most appropriate solution to a properly identified problem. Design thinking disrupts stalemates and brings logic to the forefront of the conversation. This book shows you how to adopt these techniques and train your brain to see the answer to any question, at any level, in any stage of the...



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