

Design Thinking for Innovation: Research and Practice | 2016 | Springer, 2016 | 9783319261003 | 219 pages | Walter Brenner, Falk Uebernickel

1 Introduction Design was always a catalyst for innovation processes in product and service development. There is no doubt that Design Thinking has much to offer innovation management, but what is still unclear to many managers is the added value of Design Thinking for innovation in practice, and how to evaluate and choose the most effective DT model for their individual innovation practices. The objective of this research was the improvement of the designers thinking abilities in individual and collective design processes, in education and in practice. Two authors and their books have mainly contributed to the reconfiguration of design Within the Design Thinking Research Program (DTRP), researchers from Stanford University and HPI strive to apply rigorous academic methods to understand how and why design thinking innovation works and fails. The research results from the different DTRP projects are annually published in the Springer volume "Understanding Innovation". They interview design (thinking) leaders in the industry on their take of practicing design and innovation. Latest Episodes of the Highresolution.Design Podcast. At AIGA: The fastest ways to get your business to invest in design. This book presents the full scope of Design Thinking in theory and practice, bringing together prominent opinion leaders and experienced practitioners who share their insights, approaches and lessons learned. As Design Thinking is gaining popularity in the context of innovation and information management, the book elaborates the specific interpretations and meanings of the concept in different fields including engineering, management, and information technology. As such, it offers students and professionals a sourcebook revealing the power of Design Thinking, while providing academics a roadma... Walter Brenner · Falk Uebernickel Editors. Design Thinking for Innovation Research and Practice. Design Thinking for Innovation.