

## THE DESIGN OF BUSINESS WHY DESIGN THINKING IS THE NEXT COMPETITIVE ADVANTAGE BY ROGER MARTIN%0A

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In "The Design of Business," Roger L. Martin offers a compelling and provocative answer: we rely far too exclusively on analytical thinking, which merely refines current knowledge, producing small  
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### **Why Design Thinking Is the Next Competitive Advantage**

04.26.10; Why Design Thinking Is the Next Competitive Advantage With The Design of Business, Roger Martin demonstrates how companies can successfully adopt the methodologies and perspectives

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### **Design of Business Why Design Thinking is the Next**

The Design of Business by Roger Martin is a thought-provoking book that seeks to probe the reasons behind the current state of business and the new ways of thinking needed to change that state for the better. The book in my opinion is miss-titled as it is more about thinking than design.

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### **The Design of Business Why Design Thinking is the Next**

In The Design of Business, Roger Martin offer They yearn to come up with a game changing innovation like Apple's iPod, or create an entirely new category like Facebook. Many make genuine efforts to be innovative they spend on R&D, bring in creative designers, hire innovation consultants.

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### **The Design of Business Why Design Thinking Is the Next**

Design thinking is an approach in which an organization continuously addresses emerging, yet poorly understood, changes in customer needs, technology, and/or the competitive environment and successfully positions itself with a sustainable, competitive advantage. To illustrate, consider a company that, over years of continual growth in revenues and margins, has learned to rely on rigorous performance analysis and incremental improvements to set goals and accurately predict results. Now, as

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### **The Design of Business Why Design Thinking Is the Next**

In The Design of Business, Roger Martin contends that organizations can balance intuitive originality and analytic mastery in a dynamic interplay that he calls design thinking. This approach is necessary, according to Martin, to maintain long-term competitive advantage.

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### **Why Design Thinking Is the Next Competitive Advantage**

Why Design Thinking Is the Next Competitive Advantage We live in a reliability-oriented world. And understandably so. We want predictable outcomes.

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### **The Design of Business TribalMind**

The Design of Business Why Design Thinking is the Next Competitive Advantage Roger Martin, Dean Rotman School of Management University of Toronto

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### **Why Design Thinking Is the Next Competitive Advantage THE**

Why Design Thinking Is the Next Competitive Advantage THE DESIGN OF BUSINESS With The Design of Business, Roger Martin demonstrates how companies can successfully adopt the methodologies and perspectives that designers use to solve problems and run more efficient, effective and competitive businesses. In a world of increasing sameness with every business looking for an edge, Martin effec

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### **The Design of Business Why Design Thinking is the Next**

'The Design of Business' will give you a good basic overview on why design thinking is the next competitive advantage. It covers the fine balancing act between validity and reliability, or combining intuitive thinking with analytical thinking to get design thinking.

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### **Roger Martin The Design of Business Why Design Thinking**

The Design of Business: Why Design Thinking is the Next Competitive Advantage (Unplugged) Roger Martin with Moe Abdo I know you feel that one of the other devotions that you have is this notion of integrative thinking.

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