Exposing the Magic of Design: A Practitioner s Guide to the Methods and Theory of Synthesis (Paperback)

By Jon Kolko

Oxford University Press, United Kingdom, 2015. Paperback. Condition: New. Reprint. Language: English . Brand New Book. As the world grows increasingly complex-in issues of sustainability, culture, and technology-businesses and governments are searching for a form of problem solving that can effectively respond to unprecedented levels of ambiguity and disorder. Traditional linear thinking has been disparaged by the popular media as being inadequate for dealing with the global economic crisis. Traditional forms of marketing and product development have been rejected by businesses that need to find new ways of staying competitive in a global economy. Yet little has been offered as an alternative. It is not enough to demand that someone be more innovative without offering the tools to succeed. This book offers a way of thinking about complicated, multifaceted problems with a repeatable degree of success. Design synthesis methods can be applied in business to produce new and compelling products and services, or these methods can be applied in government with the goal of changing culture and bettering society. In both contexts, there is a need for timely and aggressive action. This text is intended to act as a practitioner s guide to using the magic of design to solve...

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