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Whether you are a business leader, aspiring entrepreneur, corporate innovator, growth investor, social impact change agent, or enterprising student, Design a Better Business is more than a book: it's the comprehensive guide to the new tools, skills, and mindsets required to master ambiguity and create value from uncertainty.

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Design a Better Business introduces readers to the double loop design process, a practical approach to creating and growing value using collaborative and generative practices that anyone can learn and immediately try with their organizations. You'll learn personal insights from thought leaders such as Steve Blank on innovation, Alex Osterwalder on business models, Nancy Duarte on storytelling, and Rob Fitzpatrick on questioning, among others.

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Description. This book stitches together a complete design journey from beginning to end in a way that you've likely never seen before, guiding readers (you) step-by-step in a practical way from the initial spark of an idea all the way to scaling it into a better business. Design a Better Business includes a comprehensive set of tools (over 20 total!) and

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ABOUT DESIGN A BETTER BUSINESS THE BEST TOOLS COMBINED The Double Loop design process is a comprehensive framework that links the best existing innovation tools in the business with a number of exciting new ones into one consistent design journey.

About The Bestselling Book Design A Better Business
In the fourth season of the Design Better Podcast, we're taking a closer look at how teams can work better together for greater impact across design, engineering, business, and product. We're pulling back the curtain on how large organizations function and how you can become a better teammate and leader by building bridges, forming coalitions, and seeing the business impact through design.

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This limits the ability organisations have to adapt to future change and to deliver better services. How to think about service design. Service design should be seen as a new set of approaches that can work with and reshape existing business design functions.

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You will gain new perspectives on products and services, processes, new ways of working, managing innovation and stakeholders. By using design thinking and other design research methods to help understand and empathise with users, you will be able to make better informed business decisions, in marketing, organisational change and enhanced customer engagement.

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