Transformation Through Design Thinking

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Design thinking is a vital tool for growth and innovation. This dossier shows you how to use it successfully.

- **Joaquim Vilà & Xavier Camps** share a practical method for discovering the latent

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needs of users so that companies can generate new opportunities.
- **Manuel E. Sosa** discusses how companies can build a design culture that is profitable and solves complex social challenges, often in surprising ways.
- **Jeanne M. Liedtka** highlights three common challenges that arise when companies get ahead of themselves, and suggests how they can still leverage the design-thinking model to test assumptions and get back on track.

John Almandoz, Yih-Teen Lee and Alberto Ribera describe the qualities of purpose-driven leadership, which is about aspiring to a higher, other-centered goal.

Andrew McAfee unpacks six core principles for making the most of crowd-based co-creation: human abilities still matter.

Plus: Piyush Gupta, CEO and Director of DBS Group, believes banks should be making a positive impact on the world. Executives consider whether Amazon's customer-centric strategy could be its undoing. And Ryan Fritsch finds being a bomb disposal technician was good training for business minefields.

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