

HBR's 10 Must-Reads on Design Thinking



HBR's 10 Must Reads on Design Thinking (with featured article "Design Thinking" By Tim Brown)

by Harvard Business Review

★★★★☆ 4.7 out of 5

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Design thinking is a human-centered problem-solving approach that has been gaining popularity in recent years. It is based on the idea that we can learn from the way designers approach problems, and that by using design thinking techniques, we can improve our ability to innovate and solve complex problems.

Harvard Business Review has published a number of groundbreaking articles on design thinking. Here are 10 of the must-reads:

1. **Design Thinking** by Tim Brown
2. **The Innovator's Dilemma** by Clayton M. Christensen
3. **Jobs to Be Done** by Clayton M. Christensen, Taddy Hall, Karen Dillon, and David S. Duncan

4. **The Design of Business** by Roger Martin
5. **Design Thinking for Innovation** by David Kelley and Tom Kelley
6. **Human-Centered Design** by IDEO
7. **The Lean Startup** by Eric Ries
8. **Sprint** by Jake Knapp, John Zeratsky, and Braden Kowitz
9. **Design for Delight** by Marc Stickdorn and Jakob Schneider
10. **The Innovator's Solution** by Clayton M. Christensen and Michael E. Raynor

These articles provide a comprehensive overview of the design thinking process, from the initial stages of problem definition to the final stages of implementation. They also offer practical advice on how to apply design thinking to your own work.

If you are interested in learning more about design thinking, I highly recommend reading these articles. They will give you a deep understanding of this powerful problem-solving approach and help you to develop the skills you need to innovate and solve complex problems.

Featured Article: Design Thinking by Tim Brown

Tim Brown's article "Design Thinking" is a seminal piece on the subject. In this article, Brown argues that design thinking is not just a process for designers, but a mindset that can be applied to any problem. He outlines the five stages of the design thinking process:

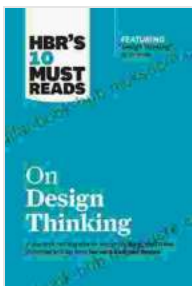
1. Empathize

2. Define
3. Ideate
4. Prototype
5. Test

Brown also discusses the importance of iteration and feedback in the design thinking process. He emphasizes that design thinking is not a linear process, but rather an iterative one. We learn from our mistakes and make adjustments along the way.

Brown's article is a must-read for anyone who wants to learn more about design thinking. It is a clear and concise to the subject, and it provides valuable insights into the design thinking process.

Design thinking is a powerful problem-solving approach that can be applied to any problem. If you are interested in learning more about design thinking, I highly recommend reading the articles listed above. They will give you a deep understanding of this powerful problem-solving approach and help you to develop the skills you need to innovate and solve complex problems.



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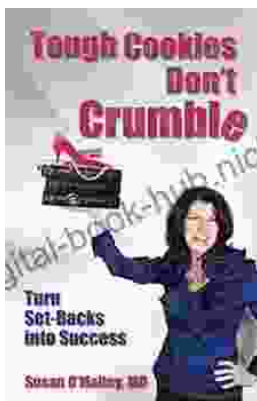
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