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In *Change by Design*, Tim Brown, CEO of IDEO, the celebrated innovation and design firm, shows how the techniques and strategies of design belong at every level of business. *Change by Design* is not a book by designers for designers; this is a book for creative leaders who seek to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.

<b>Title</b>	: Change by Design
<b>Author</b>	: Tim Brown
<b>Categoría</b>	: Administración y liderazgo
<b>Publicación</b>	: 29/09/2009
<b>Editorial</b>	: HarperCollins e-books
<b>Vendedor</b>	: HARPERCOLLINS PUBLISHERS
<b>Páginas impresas</b>	: 272 páginas
<b>File Size</b>	: 1.08MB

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