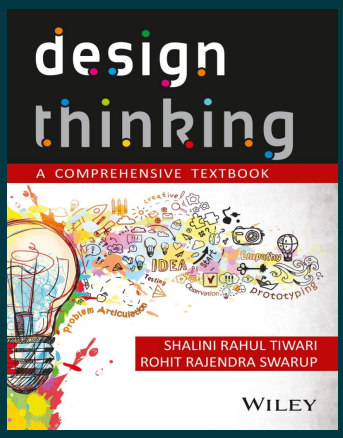
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Design Thinking: A Comprehensive Textbook

By Shalini Rahul Tiwari, Rohit Rajendra Swarup

Paperback 9789357468640 ₹825.00

Pages: 340

Description

As an aspiring business leader, you are required to think critically and creatively to find and solve complex problems or address possibilists so as to foster sustainable business growth. Your ability to think analytically as well as outside the box and delve into the perspectives of your stakeholders, especially your customers, is paramount. This book will empower you to master such skills. This textbook gives you a toolkit to navigate the complex world using design thinking by offering simple techniques that you can use to identify challenges and then transform those challenges into opportunities. You will learn to put observation and empathy at the core of your decision-making, ideating, and prototyping competencies, and test your solutions with real users. The book is packed with real-life case studies to showcase the power of design thinking in identifying, articulating, and solving diverse challenges. The book is replete with in-class and field-based activities to help you sharpen your problem-solving and decision-making skills by challenging assumptions and designing meaningful solutions.

About the Author

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Shalini Rahul Tiwari is an Associate Professor in the area of Strategy, Innovation & Entrepreneurship at the Institute of Management Technology Ghaziabad. She is the President of the Institute Innovation Council (IIC), NISP Coordinator (National Innovation and Start-Up Policy) for the institute, and Faculty Mentor for the Entrepreneurship Cell (E-Cell). She teaches courses such as Strategic Management, Strategy Implementation, Strategy Simulations (Capsim, Marketplace, and EnParadigm), Entrepreneurship and Business Development in India, Strategies in Emerging Markets, and Design Thinking.

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