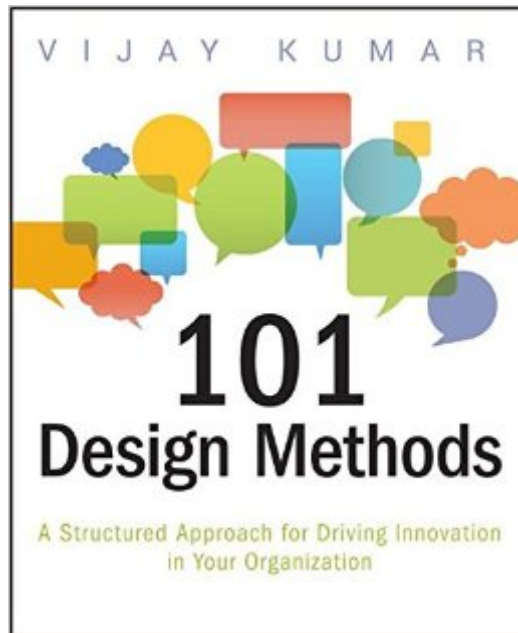


The book was found

# 101 Design Methods: A Structured Approach For Driving Innovation In Your Organization



## Synopsis

The first step-by-step guidebook for successful innovation planning Unlike other books on the subject, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

## Book Information

Paperback: 336 pages

Publisher: Wiley; 1 edition (October 9, 2012)

Language: English

ISBN-10: 1118083466

ISBN-13: 978-1118083468

Product Dimensions: 7.5 x 0.6 x 9.1 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (63 customer reviews)

Best Sellers Rank: #7,342 in Books (See Top 100 in Books) #4 in [Books > Business & Money > Processes & Infrastructure > Research & Development](#) #27 in [Books > Business & Money > Processes & Infrastructure > Organizational Learning](#) #38 in [Books > Arts & Photography > Graphic Design > Techniques](#)

## Customer Reviews

This is a book I wanted to like, but it is so superficially written that I can only give it two stars. On a generous day, I might have given it three stars, but not any more. 101 design methods turns out to be 101 tools for the innovation process (from initial stage all the way through to commercialization). The whole process is covered but it is fair to say that the focus is around the prototype stage. If you have read a book about design consultancy IDEO you know pretty much the type of work described in this book (anthropological methods, Post-it notes, etc.) Each method gets two pages, which are identically structured: \* 10% description of method. Unfortunately this section is far too short. Sadly the author provides absolutely no references. Instead he takes credit as if these methods were novel. You might think that in a book for practitioners, references are not so important. Fair

response, but at the very least there should have been some references for further readings.\* 35% picture. This is generally an illustrative picture. Good.\* 20% case study. It is nice with case studies even though they are written up in a too sanitized way. In fact, the section is often a repetition of the description of the method. The most typical case study is a not-for-profit service.\* 25% practical steps. The steps are always almost identical: identify, analyze, report. This section is extremely tedious and repetitive. Totally useless material.\* 10% filler material. Also not useful. I seriously question the author's judgement when describing the methods in this manner. Personally, I don't like the very mechanical approach of presenting the tools. Still, there will definitely be some methods that you would like to look further into.

[Download to continue reading...](#)

101 Design Methods: A Structured Approach for Driving Innovation in Your Organization Seeing Red Cars: Driving Yourself, Your Team, and Your Organization to a Positive Future Four-by-four Driving: Off-roader Driving Driving With Care: Alcohol, Other Drugs, and Driving Safety Education-Strategies for Responsible Living: The Participant's Workbook, Level 1 Education Responsible Driving, Hardcover Student Edition (SPORTS'LIKE/RESPNS'BLE DRIVING) Interior Design: A True Beginners Guide to Decorating On a Budget (interior design, decorating your home, home decorating, diy projects, home organization, living room, design) Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy Organization: The 7 Habits to Organize Your Day, Productivity, and Focus (organization, success, efficiency, declutter, focus, productive, mind control) Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E) Jackson Structured Programming: A Practical Method of Program Design Tools For Structured and Object-Oriented Design (7th Edition) Organization Development: Behavioral Science Interventions for Organization Improvement, 6th Edition 101 Facts... Stan Lee: 101 Facts About Stan Lee You Probably Never Knew (facts 101 Book 7) The Innovation Expedition: A Visual Toolkit to Start Innovation The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Motorcycles (21st Century Skills Innovation Library: Innovation in Transportation) Computer Organization and Design, Fifth Edition: The Hardware/Software Interface (The Morgan Kaufmann Series in Computer Architecture and Design) Computer Organization and Design: The Hardware/Software Interface (The Morgan Kaufmann Series in Computer Architecture and Design) Change by Design: How Design Thinking

Transforms Organizations and Inspires Innovation

[Dmca](#)