



## **Buchempfehlungen Design Thinking:**

1. Jeanne Liedtka, Tim Ogilvie, Rachel Brozenske (2014): Designing for Growth Field Book: A Step-by-Step Project Guide
2. Robert A. Curedale (2013): Design Thinking: process and methods manual
3. David Kelley (2013) Creative Confidence: Unleashing the Creative Potential within us all
4. Jürgen Erbedinger (2013): Durch die Decke denken: Design Thinking in der Praxis
5. Idris Mootee (2013): Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School
6. Vijay Kumar (2012): 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization
7. Thomas Lockwood (2009) Design Thinking: Integrating Innovation, Customer Experience, and Brand Value
8. Tim Brown (2009) Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation

## **Videoempfehlungen Design Thinking:**

1. Ideo Shopping Cart Video:

<http://www.youtube.com/watch?v=taJOV-YCiel>

2. TED - Tim Brown: A call for design thinking

[http://blog.ted.com/2009/09/29/a\\_call\\_for\\_desi/](http://blog.ted.com/2009/09/29/a_call_for_desi/)

3. Jane Chen: Jane Chen: A warm embrace that saves lives

[http://www.youtube.com/watch?feature=player\\_embedded&v=lwidCkCmWg4](http://www.youtube.com/watch?feature=player_embedded&v=lwidCkCmWg4)