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The Design Thinking Playbook Mindful

The recently published Design Thinking Playbook from Wiley & Sons shows how a human centred design approach might be used in the digital transformation. Topics like AI, Blockchain, Big Data Analytics etc. are covered well. However, the playbook postulates a design thinking mindset beyond digital.

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Unmatched as a source of competitive advantage, Design Thinking is the driving force behind those who will lead industries through transformations and evolutions. This book describes how Design Thinking is applied across a variety of industries, enriched with other proven approaches as well as the necessary tools, and the knowledge to use them effectively.

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