



Creating Desired Futures: How Design Thinking Innovates Business

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Today's society is making great leaps in its effort to obtain ever more and ever more specific know-how in various specialties, with the consequence that the structures of today's companies are become increasingly complex. This in turn leads to problems at the points of interface, which calls for a comprehensive approach to solutions. Creating Desired Futures defines design a creative, analytical method to develop and explore alternative solutions to complex problems, and it shows that design is particularly well suited to the business world's current need for innovative strategies. In twenty-four essays by designers, architects, and representatives of large companies such as Nike and Shell, the book shows how such a design-based approach can help define, assess, and solve problems for companies. It presents not only specific strategies from actual practice but also innovative approaches from the world of corporate consulting. Essays by researchers and teachers discuss theoretical aspects of the subject "Design Thinking." Die heutige Gesellschaft erbringt Hochleistungen im Streben nach immer mehr und immer spezifischerem Know-how in den unterschiedlichen Fachbereichen, und die Strukturen in heutigen Unternehmen werden immer komplexer. Dabei ergeben sich an den Schnittstellen Probleme, die eines ganzheitlichen Lösungsansatzes bedürfen. "Creating Desired Futures" definiert Design als kreativ-analytische Methode zur Entwicklung und Erforschung alternativer Lösungen für komplexe Probleme und zeigt auf, dass Design dem aktuellen Bedarf der Wirtschaft an innovativen Strategien in besonderem Masse gerecht wird. In 24 Fachbeiträgen von Designern, Architekten und Vertretern grosser Unternehmen wie Nike oder Shell thematisiert das Buch, inwieweit ein solcher designbasierter Ansatz helfen kann, Probleme in Unternehmen zu definieren, einzuschätzen und zu lösen. Dabei werden sowohl konkrete Strategien aus der Praxis, als auch innovative Ansätze aus dem Bereich Unternehmensberatung vorgestellt; Beiträge aus Forschung und Lehre erörtern theoretische Aspekte zum Thema "Design Thinking".

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