



The Design of Business: Why Design Thinking Is the Next Competitive Advantage

Mary Whaley

15 October 2009

Volume 106; Issue 4; ISSN: 00067385

English

Business The Design of Business: Why Design Thinking Is the Next Competitive Advantage. By **Roger Martin**. Nov. 2009. 256p. Harvard Business, \$26.95 (9781422177808). 658.4.

"As companies grow, they become more comfortable with the administration of business. They like and encourage analytical thinking and all proof emanates from the past. The average manager has been trained and rewarded to look to the past for proof before making the big decisions." Martin continues with, "Their goal is not to drive out innovation but rather to protect the organization against the randomness of intuitive thinking. But drive out innovation they do." The author presents his ideas on how to innovate and win by employing design thinking, which is the balancing of analytical mastery and intuitive originality. Design thinking includes complete understanding of the user, creative resolution of staff tensions, fostering a collaborative business culture, and continuously modifying and enhancing ideas and solutions. Although clearly an info mereiai for the author's consulting activities and a text for his students, Martin's book nevertheless offers thoughtful and valuable insight for all managers, and concludes with important instructions for individuals who want to become design thinkers. An excellent book.

- Mary Whaley

© 2009 Booklist. Provided by ProQuest Information and Learning. All Rights Reserved.