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Change by Design A strong introduction to design thinking. Brown argues that everyone can and should be a design thinker in whatever they do.

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Tim Brown's approach is different; he draws his inspiration from design thinking, which helps people come up with innovative ideas. James D. Brown is the CEO and president of IDEO, a successful design firm that has set the standard for innovation in their industry.

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As Tim Brown recognises in this book, design thinking is not new. But he has done all of us a great service by coining (with his IDEO colleagues) the term "design thinking" and setting out very clearly in this book what it means.

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In this revised and updated edition of Change By Design, Tim Brown reintroduces design thinking, the collaborative process by which the designer's sensibilities and methods are employed to match people's needs with what is technically feasible and a viable business strategy. In short, design thinking converts need into demand.

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Tim Brown is CEO and president of IDEO. He frequently speaks about the value of design thinking and innovation to business people and designers around the world. He participates in the World Economic Forum in Davos, Switzerland, and his talks Serious Play and Change by Design appear on TED.com.

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