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decoding design
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any manager can profit. The book explains that the process starts with customers and the ability to create a better future for them, it acknowledges that we probably won't get that right the first time, and it assures us that making it work

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systematic approach to problem solving. That, to us, defines design thinking, and it is teachable to managers. That process lies within the reach of all of us and brings with it a powerful toolset for creating growth. Like any process, it will be

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