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this potential that is  
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A successful design project starts with a clear design brief, outlining the project objectives, deliverables, and timeframe.

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Jeanne Liedtka and Tim Ogilvie educate readers in one of the hottest trends in business: "design thinking," or the ability to turn abstract ideas into practical applications for maximal business growth.

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advocate of the user  
and of the business  
simultaneously,  
always thoughtful of  
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Kotchka told us of her time at P&G that getting people to try the methodology was crucial: “ We would take 10 people from a business unit, all disciplines, and put them on a wicked problem. We never told them they were using design thinking methodology — ever.

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Design thinking is the way out of this trap. Great growth opportunities are indistinguishable from bad ideas at first, and there is no handy source of data

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which. Only a  
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