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Né non loin de la Silicon Valley, le Design Thinking est une démarche d'innovation qui s'appuie sur l'intelligence collective et la co-création. Il fait partie aujourd'hui des processus innovants du management de projet dans les entreprises. Ce petit livre nous fait découvrir tout son potentiel et nous donne les conseils pratiques pour le mettre en place en toute autonomie. Mêlant texte et dessins, ce livre truffé d'exemples est conçu comme un lieu d'échanges, intégrant parfois des notes personnelles, des anecdotes et des citations. L'intuition que la manière d'innover s'inscrit nécessairement dans ces nouvelles manières de faire, d'agir ou de co-créer, nous l'avons. Il nous manquait les clés pour passer à l'action. Cet ouvrage nous les révèle.

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