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Tim Brown



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Change by Design Tim Brown

In *Change by Design*, Tim Brown, CEO of IDEO, the celebrated innovation and design firm, shows how the techniques and strategies of design belong at every level of business. *Change by Design* is not a book by designers for designers; this is a book for creative leaders who seek to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society. <?xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:"/>

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