

Design Thinking (Harvard Business Review)

Tim Brown, Harvard Business Review



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Design Thinking (Harvard Business Review) Tim Brown, Harvard Business Review The CEO and president of IDEO writes that when designers are involved from the very beginning of the innovation process, startling new ideas can result - as a U.S. health care provider, a Japanese bicycle components manufacturer, and a system of Indian eye hospitals learned.

This article was first published in the June 2008 issue of *Harvard Business Review*.



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