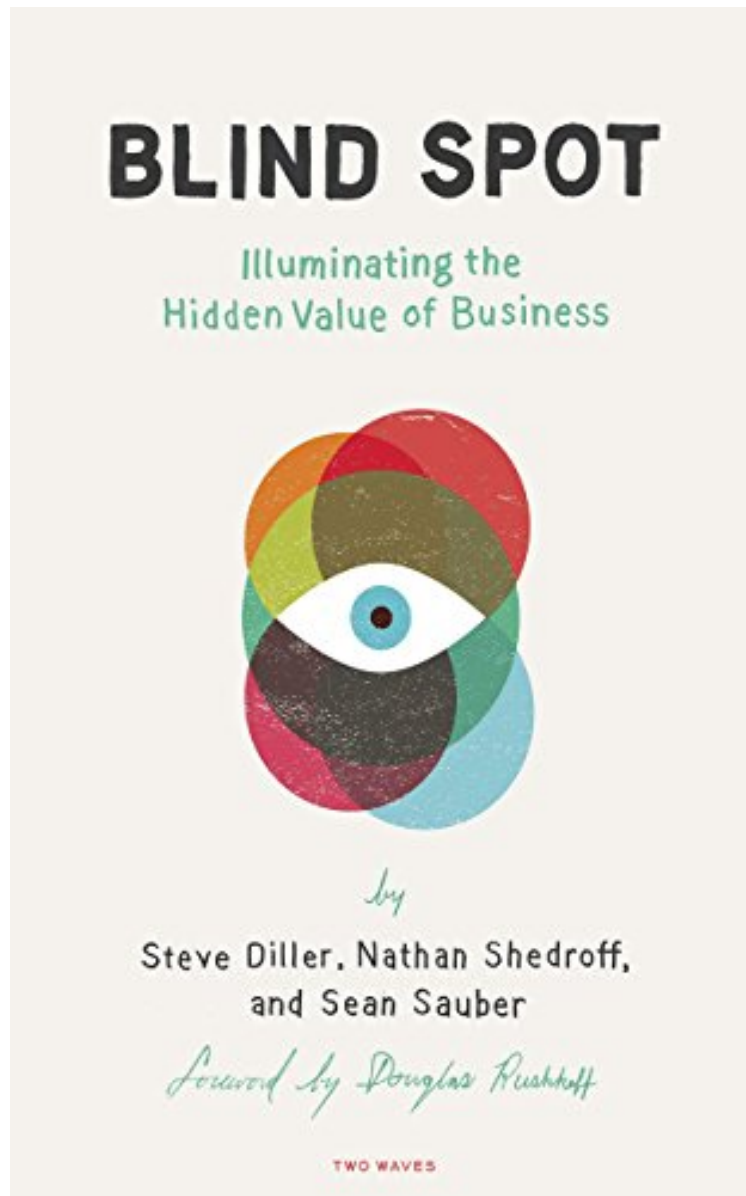


(Download pdf ebook) Blind Spot: Illuminating the Hidden Value In Business

## Blind Spot: Illuminating the Hidden Value In Business

*Steve Diller, Nathan Shedroff, Sean Sauber*  
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**Steve Diller, Nathan Shedroff, Sean Sauber : Blind Spot: Illuminating the Hidden Value In Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blind Spot: Illuminating the Hidden Value In Business:

1 of 1 people found the following review helpful. Want to delight and create real value for your customers? Look no further. By Damian Wolfgram A must-read for entrepreneurs, intrapreneurs, service designers, and design-thinkers. Diller and Shedroff are practitioners first and foremost, and with their experiences they've packaged remarkable

insights about human relationships, making meaning, and creating value across the entire customer lifecycle. In a world focused on the bottom line, it is refreshing to see their work reveal a genuine sense of empathy for the customer experience. I've personally and professionally benefited from thinking about how specific touchpoints create meaning and the potential for these touchpoints to create more delight and value. Great read!

1 of 1 people found the following review helpful. Unique and Invaluable  
By MC from Albany Park  
As a creative professional, I have found the approach that the authors take to business to be invaluable. Their ability to focus the customer experience on a deeply personal level is unlike any other business book that is out there. I have used the waveline approach in editing films, as well as in my collaboration with creative partners, and found it greatly illuminating. Engaging people to our products and our work is what we all want to do, and this book puts you on a clearly defined path towards achieving that goal.

1 of 1 people found the following review helpful. How to transform the focus of your business and stop being blinded by data  
By Eric Corey Freed  
In a world fixated on the bottom line and driving incentives in the wrong direction, this book shows you how to apply design thinking and problem solving as a new approach to business. How can you create a win-win with your clients/customers in a way that also improves your business and your service/products.

Distracted by traditional metrics and mounting access to data, leaders are blinded to what it actually takes to create greater value for their businesses: meaningful, long-term relationships with their customers. In *Blind Spot*, you'll learn how exceptional organizations— from Disney to Instagram— innovate and sustain valuable, productive customer relationships. *Blind Spot's* lessons deliver a groundbreaking perspective shift and win-win approach for your customers, your business— and even your shareholders.

Building relationships is fundamental in the networked age. *Blind Spot* lays out a powerful design thinking approach for an organization to build long-lasting, meaningful relationships with customers. --Reid Hoffman, chairman at LinkedIn and partner at Greylock  
When successful traditional companies like Target train their employees to refer to customers as 'Guests,' or when at tech companies like Automattic there aren't any technical support people but there are 'Happiness Engineers' instead, you can see a company's culture consciously caring about the relationships they choose to have with their customers. This new book on the science and art of crafting thoughtful relationships with customers, *Blind Spot*, provides helpful examples and frameworks to guide more leaders' understanding for how to deeply engage and commit to their customers, instead of simply transacting with them while wondering why they're not coming back at all. --John Maeda, partner, Kleiner Perkins Caufield Byers  
In a time of increasing complexity and change, *Blind Spot* takes the mystery out of how companies can and should create lasting value for the people that matter most— their customers. --Lisa Kay Solomon, coauthor of *Moments of Impact* and *Design a Better Business*  
About the Author  
Steve Diller leads Scansion, an innovation strategy firm that identifies, shapes, and builds experiences that transform markets and businesses. As an "experience strategist," Steve brings a unique perspective, rooted in the "time-based arts," such as film and music, as well as anthropology and cognitive psychology, that makes it possible to optimize any offering in an era of rapid technological and social change. His clients have ranged from the Fortune 100 to start-ups, including Autodesk, PG, Chrysler, Logitech, Intel, Gannett, The Washington Post Co., The Economist Group, Carhartt, DirecTV, GM, Electrolux, Microsoft, and AAA. Prior to forming Scansion, Steve was senior vice-president of brand strategy at Added Value, and before that was a partner and director of innovation at Cheskin. Before Cheskin, he owned a film production company and produced and directed several feature films. Steve is also a founding member of the faculty at California College of the Arts MBA in Design Strategy program, teaching Market Insights and Social Ventures. Steve received a Master's Degree in Public Policy Studies from the University of Chicago, a Bachelor's Degree in History from Carleton College, and a Bachelor's Degree in Film from Columbia College. With Nathan and Darrel Rhea, he co-authored *Making Meaning: How Successful Businesses Deliver Meaningful Customer Experiences*, and has contributed to *Trust: Das Prinzip Vertraue* and *The Human-Computer Interaction Handbook*.  
Nathan Shedroff is the chair of the groundbreaking MBA in Design Strategy program at California College of the Arts (CCA) in San Francisco, California. This 21st century business program prepares the next generation of innovation leaders for a world that is profitable, sustainable, ethical, and truly meaningful. He is also a pioneer in experience design, interaction design, and business strategy, speaks and teaches internationally, and is a serial entrepreneur, now launching a new company. His many books include: *Experience Design 1.1*, *Making Meaning*, *Design Is the Problem*, and *Make It So*. He holds an MBA in Sustainable Management from Presidio Graduate School and a BS in industrial design from Art Center College of Design. He worked with Richard Saul Wurman at *The Understanding Business* and later co-founded *vivid studios*, a decade-old pioneering company in interactive media and one of the first Web services firms on the planet. *vivid's* hallmark was helping to establish and validate the field of information architecture, by training an entire generation of designers in the newly emerging Web industry. Nathan is also on the board of directors for Teague, the oldest design firm in the world.  
Sean Sauber's career has run the gamut from being an orthopedic physician's assistant in trauma, sports and joint reconstruction, to consulting work with "The Big Five." He played multiple roles at Procter Gamble, business development at a software dot com, as well as making time to teach in college. Through all of this, the common thread has been an understanding

of relationships between individuals and groups and leveraging these insights to drive innovation. He was a founding member of the Clay Street project at PG, leading session development, design research, and business model development. These experiences led to the creation and execution of workshops focused on the development of creative cultures in organizations. After leaving PG in 2007, he continued to help individuals, teams, and organizations leverage their effectiveness and innovation potential. In 2009, he started Extending Minds, a firm specializing in the evolution of design cultures for breakthrough innovation for teams at firms like GE Healthcare, Target, Pfizer, Mayo Clinic, and the University of Cincinnati Office of the President.