



objective, "how can design be used to solve business problems", this book pulls together a collection of articles (mostly from the last decade) that examine the concept of design and its application in varying business situations: building business strategy, applying to innovation process, product design, creating loyal customers, branding, workspace design, ... With that, if you are interested in gathering differing perspectives and ideas, you will find this book a good value (definitely more cost-effective than purchasing the articles separately on the DMI site.) Written by various authors, with differing writing styles yet similar themes, this book brings home the message of: design as a tool for change; difficulty convincing organizations of design value; importance of using design to solve today's problems. Although I found the first half of the book interesting and engaging, the second half was repetitive and long. So much so that, at the end, I felt desensitized to many valid issues designers feel (such as communicating their value or feeling left out from business conversations). I did find a few gems in the book as the authors did a good job of describing their thought process and the framework they utilized, such as "The Best Strategy Is the Right Strategy" by Sohrab Vossoughi, "Design Strategies for Technology Adoption" by Alonzo Canada, Pete Mortensen, Dev Patnaik, and "Corporate Strategy: Bringing Design Management into the Fold" by Frans Joziassse. Various design methodologies and how they can be used in the context of business are also scattered throughout the book. With that, I can see myself going back to these articles for reference. However, due to what felt like a shotgun approach taken by this book, I don't think my overall awareness or appreciation of design strategy has increased after reading it. Note to the editor: even though articles in the book may represent timeless ideas, it would be valuable to indicate when the article was written/published in the Design Management Journal or DMI Review.

2 of 5 people found the following review helpful. Design Based on Thinking Like a Customer By W. Self Design is such an important component for organizations that are transitioning to thinking like a customer. Lockwood's selection of essays is very strong in telling the story of how designer skills can and will raise the value of your products and services in the eyes of your customers. [...]

4 of 7 people found the following review helpful. Fantastic case studies By Laurie P Don't let the un-sexy cover (sorry publisher) fool you -- major hitters in this compilation tell some darned good stories. Got a lot out of it. Highly recommended!

How can design be used to solve business problems? That's the question answered, in many innovative ways, by Building Design Strategy. Mark Dzierzk, EunSool Kwon, Arnold Levin, Laura Weiss, and many more top-name contributors share their experience and insights. Topics explore the full range of issues today, including thinking ahead; adapting to challenges; developing tangible strategies; using design to convey ideas; choosing worthwhile projects to help growth; using design to create fiercely loyal customers.

About the Author Thomas Lockwood is the co-author and editor of four books: Design Thinking (2010), The Handbook of Design Management (2011), Corporate Creativity (2008) and Building Design Strategy (2007). He is one of the few people in the world with a Ph.D. in Design Management, and is recognized as a thought leader at integrating design and innovation practice into business and building great design and UX organizations.