

Contents

- vi Acknowledgments
- vii Foreword: The Importance of Integrated Thinking

SECTION 1: DESIGN THINKING METHODS: FROM INNOVATION TO INTEGRATION TO TRANSFORMATION

- 3 Chapter 1: Notes on the Evolution of Design Thinking: A Work in Progress
Craig M. Vogel
- 15 Chapter 2: The Designful Company *Marty Neumeier*
- 23 Chapter 3: Creating the Right Environment for Design *Julian Jenkins*
- 35 Chapter 4: Designing Business: New Models for Success *Heather M.A. Fraser*
- 47 Chapter 5: Unleashing the Power of Design Thinking *Kevin Clark and Ron Smith*
- 57 Chapter 6: Design Thinking and Design Management: A Research and Practice Perspective *Rachel Cooper, Sabine Junginger, and Thomas Lockwood*
- 65 Chapter 7: The Four Powers of Design: A Value Model in Design Management
Brigitte Borja de Mozota
- 81 Chapter 8: Transition: Becoming a Design-Minded Organization *Thomas Lockwood*

SECTION 2: VALUE: BUILDING BRANDS, BY DESIGN

- 99 Chapter 9: Building Leadership Brands by Design *Jerome Kathman*
- 109 Chapter 10: Let's Brandjam to Humanize Our Brands *Mark Gobé*
- 121 Chapter 11: Bringing the Future into Global Brands *Tony Kim*
- 131 Chapter 12: Brand-Driven Innovation *Erik Roscam Abbing and Christa van Gessel*
- 145 Chapter 13: Branding and Design Innovation Leadership: What's Next? *Phil Best*

SECTION 3: INFLUENCE: THE HIDDEN IMPORTANCE OF SERVICE DESIGN

- 159 Chapter 14: Service Design: An Appraisal *Roberto M. Saco and Alexis P. Goncalves*
- 173 Chapter 15: Bottom-Line Experiences: Measuring the Value of Design in Service
Lavrans Løvlie, Chris Downs, and Ben Reason
- 185 Chapter 16: From Small Ideas to Radical Service Innovation *Mark Jones and Fran Samalionis*
- 197 Chapter 17: Would You Like Service with That? *Chris Bedford and Anson Lee*
- 205 Chapter 18: Service Design via the Global Web: Global Companies Serving Local Markets *Brian Gillespie*

SECTION 4: MEANING: CREATING CUSTOMER EXPERIENCES THAT MATTER

- 221** Chapter 19: The Mathematics of Brand Satisfaction *Chris Rockwell*
- 231** Chapter 20: Will Meaningful Brand Experiences Disrupt Your Market?
David W. Norton
- 243** Chapter 21: The Road to Authentic Brand is Jittered with Design *David Lemley*
- 251** Chapter 22: Customer Loyalty and the Elements of User Experience
Jesse James Garrett
- 259** Chapter 23: Experiential Design Drives an Established Brand *Judi Jacobs
and Jeff Hackett*

- 267** About DMI
- 268** Editor Biography
- 269** Authors' Biographies
- 277** Index