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The Design of Business by Roger Martin is a thought-provoking book that seeks to probe the reasons behind the current state of business and the new ways of thinking needed to change that state for the better. The book in my opinion is miss-titled as it is more about thinking than design.

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[Amazon.com: The Design of Business: Why Design Thinking is ...](#)

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genuine efforts to be innovative—they spend on R&D, bring in creative designers, hire innovation consultants.

The Design of Business: Why Design Thinking is the Next ...

In The Design of Business, Roger Martin offers a compelling and

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provocative answer: we rely far too exclusively on analytical thinking, which merely refines current knowledge, producing small improvements to the status quo. To innovate and win, companies need design thinking.

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[The Design of Business - Roger Martin](#)

The Design of Business: Why Design Thinking is the Next Competitive Advantage is a 2009 book by Roger Martin, Dean of the University of Toronto 's Rotman School of Management. In the book, Martin describes the concept of design

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thinking, and how companies can incorporate it into their organizational structure for long term innovation and results.

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THE BOOK Roger Martin, The Design of Business SPEED RAP The key to value creation in any organization lies in the development of knowledge.

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Unlocking problems, issues and mysteries with new rules of thumb has the potential to overtake existing industries. Translating this thinking into business systems, software and step-by-

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trusted strategy advisor to the CEOs of companies worldwide including Procter & Gamble, Lego and Ford.

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The Design of Business. In his new book, Roger Martin, dean of the Rotman School of Management, says

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an eye for innovation and efficiency creates a powerful competitive edge.
Roger L. Martin.

The Design of Business - Bloomberg
The Design of Business by Roger Martin is a thought-provoking book that seeks to probe the reasons

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behind the current state of business and the new ways of thinking needed to change that state for the better. The book in my opinion is miss-titled as it is more about thinking than design.

[Amazon.com: Design of Business: Why Design Thinking is the ...](#)

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Roger Martin is the dean of the Rotman School of Management at the University of Toronto. In 2007 BusinessWeek named him one of the ten most influential business professors in the world. I have used several of his articles in classes I teach on creativity and innovation.

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One of my favorites is his 2004 article entitled “The Design of Business.”

[The Design of Business, an Interview of Roger Martin](#)

In The Design of Business, Roger Martin contends that organizations can balance intuitive originality and

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analytic mastery in a dynamic interplay that he calls design thinking. This approach is necessary, according to Martin, to maintain long-term competitive advantage.

[The Design of Business: Why Design Thinking Is the Next ...](#)

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