

Design Thinking Creative Problem Solving: Deux Methodes D Innovation Et de Recherche de Solutions (Paperback)



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Reviews

Excellent electronic book and helpful one. It usually does not cost a lot of. I am quickly will get a pleasure of reading through a written publication.
(Bernardo Feeney Jr.)

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Createspace Independent Publishing Platform, 2013. Paperback. Condition: New. Language: French . Brand New Book ***** Print on Demand *****.Le Design Thinking, methodologie issue de la maniere de concevoir des designers, et le Creative Problem Solving sont deux methodologies collaboratives d innovation et de recherche de solutions. L objet de cet ouvrage est de les comparer et d en faire ressortir les similitudes et les complementarites, en termes methodologiques mais aussi de valeur ajoutee. Dans une premiere partie, je m efforce de clarifier les deux concepts cles de cet ouvrage: le processus d innovation et le design, tout deux souffrant d une comprehension tres approximative. Dans une seconde partie, je presente les deux methodologies, qui presentent toutes les deux l avantage d etre tres structurees et par consequent extremement structurantes. Enfin, dans une troisieme partie, j analyse les similitudes ainsi que les differences et j envisage des perspectives, notamment en termes de complementarites.



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