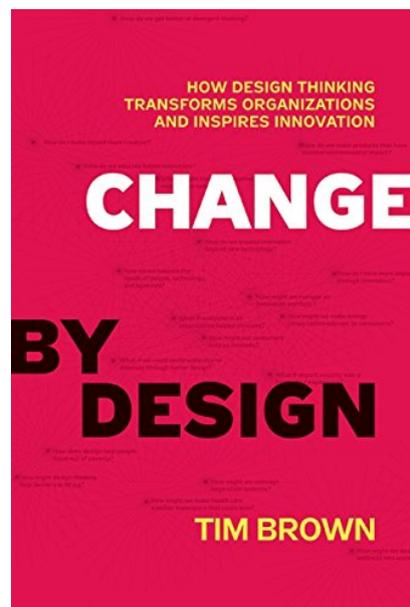


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Design thinking converts need into demand. It's a human-centered approach to problem solving that helps people and organizations become more innovative and more creative. This book introduces the idea of design thinking, the collaborative process by which designer's sensibilities and methods are employed to match people's needs.

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