

# DESIGN & THINKING

## RESOURCE LIST

Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, by **Tim Brown, CEO and President of IDEO**, published by HarperBusiness

Human Centered Design Toolkit: An Innovation Guide for Social Enterprises and NGOs Worldwide, written and published by **IDEO**

*Human-Centered Design and How to Build Your Creative Confidence*, TED talks by **David Kelley, Designer, Educator and Founder of IDEO**, [http://www.ted.com/speakers/david\\_kelley.html](http://www.ted.com/speakers/david_kelley.html)

The Ten Faces of Innovation: IDEO's Strategies for Defeating the Devil's Advocate and Driving Creativity Throughout Your Organization, by **Tom Kelley, manager of IDEO** published by Currency/Doubleday

The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm, by **Tom Kelley, manager of IDEO**, published by Crown Business

Designing Interactions, by **Bill Moggridge, Founder of IDEO**, published by The MIT Press

The Design of Business: Why Design Thinking is the Next Competitive Advantage, by **Roger Martin, Dean of The Rotman School of Management, University of Toronto**, published by Harvard Business School Press

Opposable Mind: Winning Through Integrative Thinking, by **Roger Martin, Dean of The Rotman School of Management, University of Toronto**, published by Harvard Business Review Press

Wired to Care, by **Dev Patnaik, Founder of Jump Associates**, published by FT Press

Design Thinking: Integrating Innovation, Customer Experience, and Brand Value, by **Thomas Lockwood**, published by Allworth Press

Designing for Growth: A Design Thinking Toolkit for Managers, by **Jeanne Liedtka and Tim Oglivie**, published by Columbia Business School Publishing

Business Model Generation: A Handbook for Visionaries, Game-Changers, and Challengers, by **Alex Osterwalder and Yves Pigneur**, published by Wiley

Rotman, The Magazine of The Rotman School of Management, **University of Toronto**, <http://www.rotman.utoronto.ca/rotmanmag/>

**Paul Pangaro, Ph.D.**, <http://pangaro.com/>

**Design Thinking Network**, <http://www.designthinkingnetwork.com/>