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a customer playing with a prototype can answer that. With design thinking, you can nurture disruptive possibilities and unlock the zeal in your organization.

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The authors describe a four-step process for bringing design thinking to life that begins with asking, 'What if?' and ends with asking 'What Works?' - the launch and learn stage. In the end, they show that an unavoidable but healthy tension will always exist between creating the new and preserving the best of the present, and as a manager, your ...

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