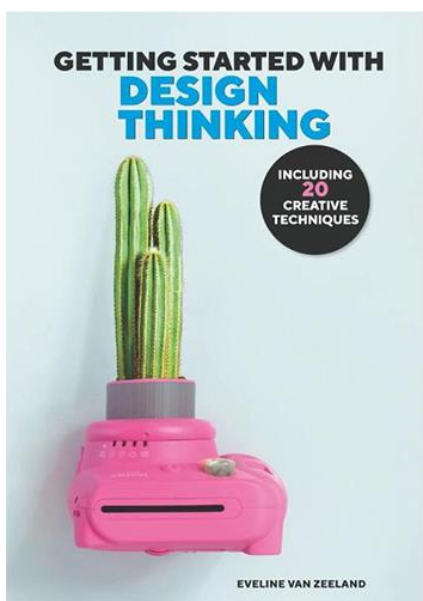


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Eveline van Zeeland - Getting Started With Design Thinking

CHANGE MANAGEMENT | PROJECT MANAGEMENT



Design thinking is often used as a method for conducting (research) projects. However, it is much more than that: It's a way of looking at the world. Once you have used design thinking in a project, you will naturally become inspired by the design thinking mindset.

Getting Started With Design Thinking is 100% practical. After you become acquainted with the design thinking method in Chapter 1, you can get started right away. In Chapters 2 to 6 you will go through the phases of a design thinking process. In these chapters you will find many useful tools and practical tips. In Chapter 7 you will read how to implement your design. Chapter 8 offers you tips for writing a report about your project. This last chapter

is particularly useful for students who are writing a thesis.

This book contains everything you need to know to carry out a design thinking project. At the end of each chapter, you will find exercises and a roadmap to get started with your own design. This is without a doubt the most practical book on design thinking you will read: from design thinking to design doing!

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- Full English translation available
- Dutch edition published by FLOOT



ABOUT THE AUTHOR

Eveline van Zeeland is researcher, entrepreneur, and author. She previously wrote *Guide Book Neuro Marketing* and Marketing Book of the Year 2020 *Marketing Design with Customer Journey Mapping*. Eveline guides students, professionals and organizations in the use of design thinking. In *Getting Started With Design Thinking* she doesn't just teach you to think as a designer, she gives an answer to all those questions to which she didn't find the

answer in other books on design thinking.

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