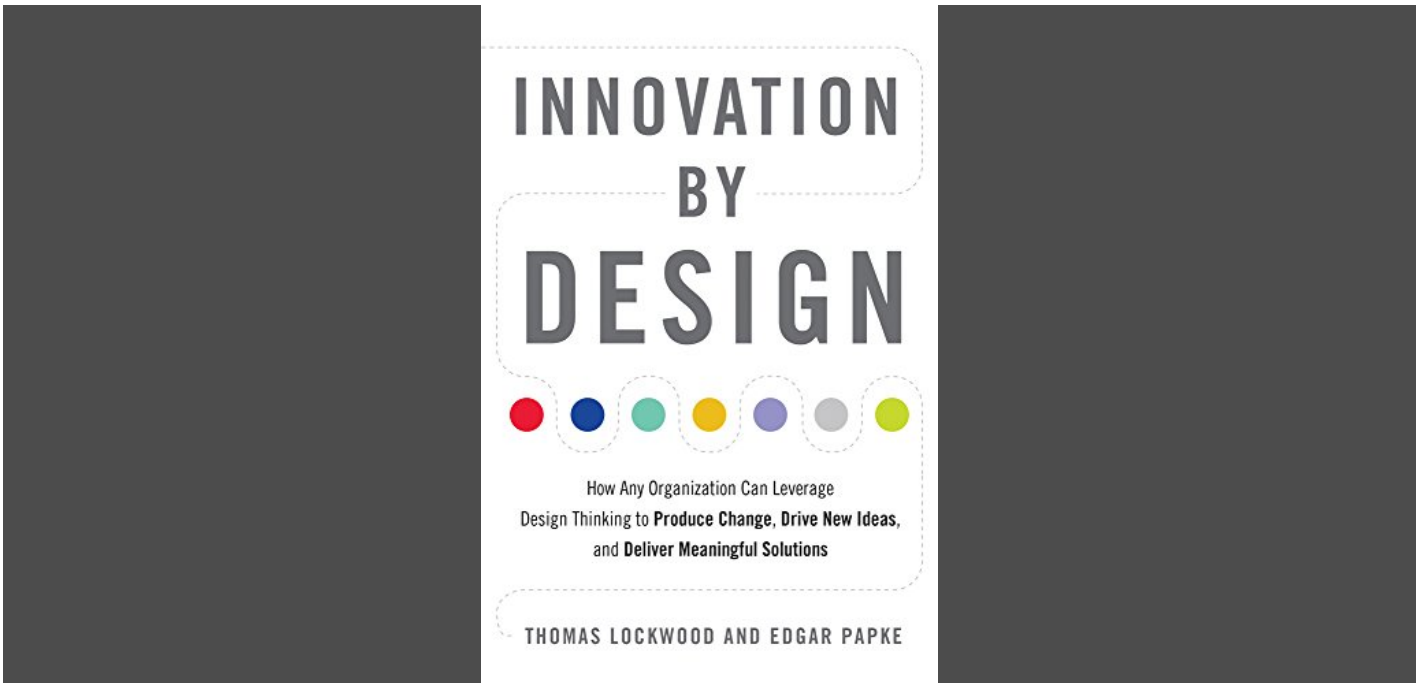


# PDF | Innovation by Design

by Thomas Lockwood and Edgar Papke



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In *Innovation by Design*, authors Thomas Lockwood and Edgar Papke share the results of their study of some of the world's most innovative organizations, including:

- The 10 attributes leaders can use to create and develop effective cultures of innovation.
- How to use design thinking as a powerful method to drive employee creativity and innovation.?
- How to leverage the natural influence of the collective imagination to produce the “pull effect” of creativity and risk taking.
- How leaders can take the “Fifth Step of Design” and create their ideal culture.

*Innovation by Design* offers a powerful set of insights and practical solutions to the most important challenge for today's businesses—the need for relevant innovation.



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