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Paperback – November 20, 2017 by Thomas Lockwood (Author)

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to engage their cultures to implement
the changes necessary to maximize their
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study of some of the world's most
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Creating is bringing something into being. Design thinking informs human-centred innovation and begins with developing an understanding of customers' or users' unmet or unarticulated needs. The purpose of design, ultimately, in my view, is to improve the quality of life for people and the planet.

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The Swiffer development is one of the stories he explores with Edgar Pike in “*Innovation By Design: How Any Organization Can Leverage Design Thinking to Produce Change, Drive New Ideas and Deliver Meaningful Solutions.*” Solving the right problem, Lockwood explains, is the first tenet to design thinking.

Why Design Thinking May be the

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I interviewed both authors to find out
more. Thomas Lockwood has a Ph.D. in
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