

DESIGN-DRIVEN INNOVATION

Changing the Rules of Competition by Radically Innovating What Things Mean

ROBERTO VERGANTI

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[Contents]

Letter to the Reader vii

- | | | |
|---|--------------------------|---|
| 1 | Design-Driven Innovation | 1 |
| | <i>An introduction</i> | |

Part One

The Strategy of Design-Driven Innovation

- | | | |
|---|---|----|
| 2 | Design and Meanings | 19 |
| | <i>Innovating by making sense of things</i> | |
| 3 | Radical Pushes | 39 |
| | <i>Placing design-driven innovation in
the strategy of a firm</i> | |
| 4 | Technology Epiphanies | 59 |
| | <i>The interplay between technology-push and
design-driven innovation</i> | |
| 5 | The Value and the Challenges | 89 |
| | <i>Why companies do or do not invest in
design-driven innovation</i> | |

Part Two

The Process of Design-Driven Innovation

6	The Interpreters <i>Doing research with the design discourse</i>	115
7	Listening <i>Finding and attracting key interpreters</i>	137
8	Interpreting <i>Developing your own vision</i>	171
9	Addressing <i>Leveraging the seductive power of the interpreters</i>	189

Part Three

Building Design-Driven Capabilities

10	The Design-Driven Lab <i>How to start</i>	201
11	Businesspeople <i>The key role of top executives and their culture</i>	217

*Appendix A: Companies, Industries, and Markets Discussed
in This Book* 231

Appendix B: Implications for Education and Design Policies 235

Notes 241

Index 261

About the Author 271