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Design Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean

Roberto Verganti

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Roberto Verganti : Design Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean before purchasing it in order to gage whether or not it would be worth my time, and all praised Design Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean:

5 of 6 people found the following review helpful. Good cases, biased opinion, trivial theory.By Noah FangGood Cases: All the stories / examples are interesting, and the dynamic nitty-gritties are pointed out, e.g. the highly

circumstantial success of Fiat Panda. Biased Opinion: In order to make a strong case for Design-Driven Innovation (DDI), the author has to antagonize the whole discipline of User-Centered Design (UCD). UCD is described as something similar to asking the users what they want, which is scandalously biased. It's true that UCD puts emphasis on users, but that in no way implies we can not articulate or facilitate brave new insights by understanding the users and their contexts. Thus DDI is actually NOT in any conflict with UCD. The author takes a very narrow view of UCD just to highlight how different DDI is, which is a shame. Trivial Theory: The framework the author presents is vague and close to truism. Saying something like "to implement disruptive innovation you need to gain the right insights, find the right people, etc." is similar to saying "to innovate you need to be innovative", which doesn't really yield any more useful information. Although the characteristics of successful radical innovations in the past are summarized, that alone by no means affords a proven theory - it's just a deacute;jagrave; vu case of correlation vs. causation. Just because many radical innovators have something in common doesn't justify that you can follow the same rule and succeed. The book has a promising point that I can totally agree with, but the author simply fails to deliver anything convincing to make that point. 1 of 1 people found the following review helpful. Finally, the demystification of design processes By Angelina Russo While we are seeing a rise in books which acknowledge the role that design plays in innovation, Verganti's book is a reminder that well-structured, entrenched design-driven innovation processes have been in place for many years. Verganti uses a number of examples from northern Italy to illustrate his well-considered and usefully described method for discovering 'meaning' in products and services. The difference between this and any other book on design and innovation (that I've come across in the past 15 years) is that Verganti provides a practical, easy to understand method which can be applied and tested in other environments. So unlike many books which continue to mystify the 'design process', Verganti proposes that the structure that is built around identifying and developing the problem is central to achieving innovative outcomes. Where the method seems to fall short is in the way in which it engages audiences. The creation of meaning is, for the most part, undertaken, reviewed and assessed by interpreters. These interpreters are those engaged in a design discourse. The method doesn't extend to engaging audiences through social networking, something which is on the rise in the design sector. The strength of Verganti's method is that it calls for identifying interpreters and engaging in a discourse around design. If this method, (which seems to be the key to success in Italian innovation) encourages designers to become more active in their engagement with discourse, then it will have done what few design and innovation books could do. 4 of 4 people found the following review helpful. Finally the truth about design process By Scott Klinker Roberto Verganti finally translates into business-speak what every designer knows in their gut: that an innovative design process requires intuition AND a rational, analytic view. Informed intuition beats user-centered research. Truly innovative design happens when enlightened manufacturers trust design 'interpreters' to create new positions within the culture - to make a new proposal for how we live. For designers, this distinguishes between design for incremental newness and design for radical cultural innovation. Verganti provides this fantastic bridge between theory and practice to illustrate how radical new ideas can transform the market by proposing new categories rather than catering to existing ones. The hard lesson for business is this: real innovation is propositional and risky, not researched and proven. Twenty years after Branzi's 'Learning from Milan' we get the business version....

Until now, the literature on innovation has focused either on radical innovation pushed by technology or incremental innovation pulled by the market. In *Design-Driven Innovation: How to Compete by Radically Innovating the Meaning of Products*, Roberto Verganti introduces a third strategy, a radical shift in perspective that introduces a bold new way of competing. Design-driven innovations do not come from the market; they create new markets. They don't push new technologies; they push new meanings. It's about having a vision, and taking that vision to your customers. Think of game-changers like Nintendo's Wii or Apple's iPod. They overturned our understanding of what a video game means and how we listen to music. Customers had not asked for these new meanings, but once they experienced them, it was love at first sight. But where does the vision come from? With fascinating examples from leading European and American companies, Verganti shows that for truly breakthrough products and services, we must look beyond customers and users to those he calls "interpreters" - the experts who deeply understand and shape the markets they work in. *Design-Driven Innovation* offers a provocative new view of innovation thinking and practice.

One of the Design Primers for Businesspeople. Eschewing the received wisdom that the customer is always right, Politecnico di Milano professor Verganti focuses on game-changing designs that up-end expectations and create entirely new markets... Verganti also includes a useful section on how executives can attempt to instigate their own programs of radical innovation. One of the Best Innovation and Design Books of 2009. - BusinessWeek, December 16, 2009 How should a company devise new meanings and create the designs to embody them? Mr. Verganti suggests that companies form relationships with "interpreters" individuals and organizations looking at settings similar to the one in which the company's products would be used. For Mr. Verganti, it might be said, if life imitates art, corporate life should imitate the making of art. - The Wall Street Journal, October 9, 2009 If you follow Mr. Verganti's advice, it may take a while, but your competition will be left wondering how it was you managed to redefine (and

capture) their businessrdquo;. - San Francisco Book , September 2009Verganti tells how design innovators add unsolicited meaningrdquo; that consumers donrsquo;t even know theirsquo;re craving and they create products people canrsquo;t live without. - BiZed, November-December 2009One of the best books of the year is undoubtedly Design-Driven Innovationrdquo;. In it Verganti attacks one of the central mysteries of innovationhow can a company successfully create a product that is a radical break from the past, and which shows the way to a new future? - John Caddell on The Customer Collective, August 12th 2009Consumption-driven wealth and status are being replaced by identity, belonging, and a strong desire to contribute and do something meaningfulrdquo; rather than just acquire things. Roberto Verganti, in his new book, Design-Driven Innovation, argues that there is a Third Way of Innovation,rdquo; driven by meaning, or to be more precise, by those cultural interpretersrdquo; who have the ability to make sense of thingsrdquo; and give existing things new meaning and thus create new markets. - Design Mind, September 2009