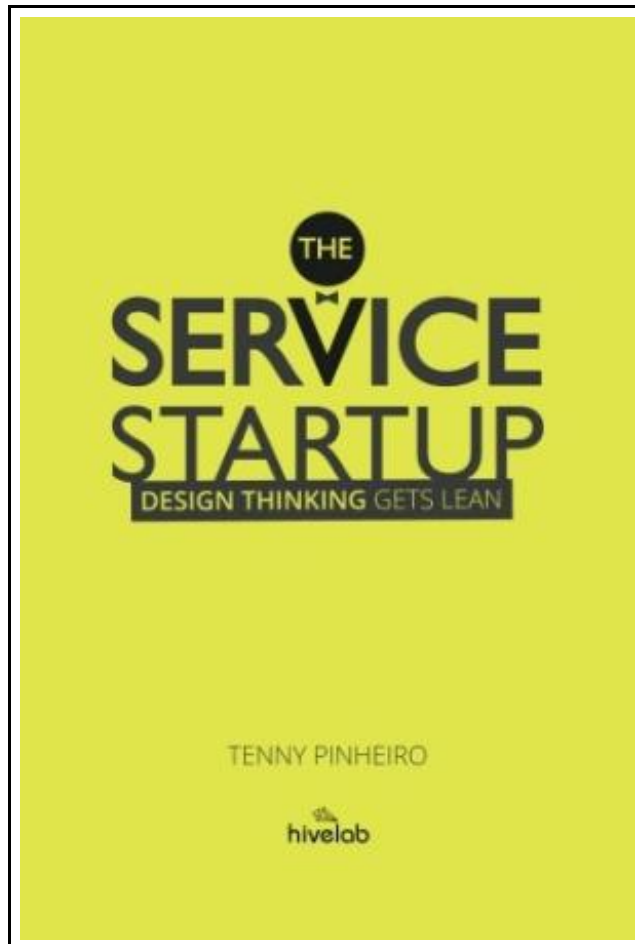


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Eise, United States, 2014. Paperback. Book Condition: New. Lucas Toledo (illustrator). 3rd. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.A practical guide to integrate Design Thinking and Lean Startup in the service era. Pinheiro will inspire you to think differently about business, design, education, and - perhaps most importantly - the way you work every day. - Kerry Bodine, co-author of Outside In: The Power of Putting Customers at the Center of Your Business In this book, Tenny offers some extremely valid and hard-hitting criticism regarding the ideals surrounding the dictate of building a Minimum Viable Product. Agreed on many fronts but I found his reinvention of these principles when applied to the service industry to be extremely insightful. The concept of a Minimum Valuable Service is unique, new and sets goals intended to deliver maximum value with measurable results. This is a must read for anyone in the global innovation economy. - Rick Rasmussen, NestGSV. International Business development. This book is a practical guide that explores how startup entrepreneurs and business leaders, who hold no Design degrees, can integrate Service Design into their development cycles in order to create sustainable, desirable and profitable new services. In the first part, Tenny explores the reasons why startups need to move away from the make and sell industrial logic we've been exploiting over the last century. To take its place he proposes a new service oriented mindset that carries the idea of learn, use and remember users journeys. He also discusses the challenges our industrial society is facing and how the combination of design with a service oriented mentality can be key to help new and existent businesses make this shift. In the second part, he will take you on a journey through the MVS...



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