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answer: we rely far too exclusively on analytical thinking, which merely refines current knowledge, producing small improvements to the status quo. To innovate and win, companies need design thinking.

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incorporate it into their organizational structure for long term innovation and results.

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thinking needed to change that state for the better. The book in my opinion is miss-titled as it is more about thinking than design.

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Roger Martin is the dean of the Rotman School of Management at the University of Toronto. In 2007 BusinessWeek named him one of the ten most influential business professors in the world. I have used several of his articles in classes I teach on creativity and

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innovation. One of my favorites is his 2004 article entitled “The Design of Business.”

The Design of Business, an Interview of Roger Martin

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The Design of Business - Bloomberg

Roger L. Martin's classic book, The

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Design of Business (2009), aimed to bring design thinking out of the studio and into the C-suite. With its clear and cogent explanation of what Martin called

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What Entrepreneurs Need to Understand About Design in Business

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Design of Business : Roger L. Martin : 9781422177808

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how to advance knowledge and capture value, this is the knowledge funnel.

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In The Design of Business, Roger Martin contends that organizations can balance intuitive originality and analytic mastery in a dynamic interplay that he calls

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design thinking. This approach is necessary, according to Martin, to maintain long-term competitive advantage.

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Singapore-based studio Roger&Sons creates beautiful bespoke furniture with

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The sustainable nature of Roger&Sons - DesignWanted

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Roger Martin is a Professor Emeritus at the Rotman School of Management at University of Toronto where he served as Dean from 1998-2013, Academic Director of the Michael Lee-Chin Family Institute for Corporate Citizenship from 2004-2019 and Institute Director of the Martin Prosperity Institute from 2013-2019.

