

Walter Brenner • Falk Uebernickel
Editors

Design Thinking for Innovation

Research and Practice

 Springer

Contents

Part I Introduction from the Editors

Design Thinking as Mindset, Process, and Toolbox	3
Walter Brenner, Falk Uebernickel, and Thomas Abrell	

Part II Contributions from Teaching and Research

Design Thinking and Corporate Entrepreneurship: An Integration and Avenues for Future Research	25
Thomas Abrell	
Measurement of Design Front End: Radical Innovation Approach	41
Pekka Berg, Jussi Piñhlajamaa, Poul Kyvsgaard Hansen, and Ade Mabogunje	
Design Thinking for Revolutionizing Your Business Models	57
Amir Bonakdar and Oliver Gassmann	
Design Thinking in IS Research Projects	67
Mateusz Dolata and Gerhard Schwabe	
Dynagrams: Enhancing Design Thinking Through Dynamic Diagrams	85
Martin J. Eppler and Sebastian Kernbach	
What if? Strategy Design for Enacting Enterprise Performance	103
Simon Grand	
Effectuation: Control the Future with the Entrepreneurial Method . . .	115
Dietmar Grichnik, Ronny Baierl, and Michael Faschingbauer	
“Making Is Thinking”: The Design Practice of Crafting Strategy	131
Claus D. Jacobs	

Context Dependency in Design Research	141
Larry Leifer and Alexander A. Neff	
What Is It That Design Thinking and Marketing Management Can Learn from Each Other?	151
Sven Reinecke	
Part III Contributions from Practice	
Industrial Design Thinking at Siemens Corporate Technology, China	165
Xiao Ge and Bettina Maisch	
Design Thinking: Process or Culture?	183
Alexander Grots and Isabel Creuznacher	
Designing from the Future	193
Michael Shamiyeh	