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This is Service Design Doing : Adam Lawrence : 9781491927182

Research: With a background in strategic management and information systems, Marc is a visiting / adjunct professor at various business and design schools. He published numerous academic papers on service design and ethnography – including two best paper awards. He pursues a PhD at the University of Erlangen-Nuremberg in Germany in information systems – Innovation and Value Creation.

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Pris: 379 kr. Häftad, 2018. Skickas inom 1-3 vardagar. Köp This is Service Design Doing av Marc Stickdorn, Markus Edgar Hormess, Adam Lawrence, Jakob Schneider på Bokus.com.

This Is Service Design Doing: Using Research and Customer ...

This is Service Design Doing introduces an inter-disciplinary approach to designing services. It's the second book from the authors of This is Service Design Thinking. Great customer experience needs a common language across disciplines to break down the silos within an organization.

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Fabian holds an MSc in Design and a BSc in Cognitive Science, both from Linköping University. He is currently doing his PhD, in which he focuses on user involvement in the early stages of service design projects. He has published on visualisations in service design as well as appropriations of ethnography to service design and interaction design.

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Marc Stickdorn

(English spoken) Learn how to apply Service Design Thinking to the rapid innovation of Customer Experiences in multi-channel Product-Service Ecosystems. The Executive School in Amsterdam 'This is Service Design Doing' is planned in the week of Nov 26th—30th 2018.

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"This is Service Design Doing" is a new book project from the authors of "This is Service Design Thinking" (Marc Stickdorn & Jakob Schneider) together with the instigators of the Global Service Jam (Adam Lawrence & Markus Horneß).

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Learn how to embed service design thinking in your organization, and change the way your teams work. Benefit from the collected knowledge in the book or book an executive school. Make use of 54 free method descriptions, directly available for download.

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