Book Critique

[Name of the Writer]

[Name of the Institution]

Book Critique

**1. A brief description of the subject, aim, and scope of the book**

Tim Brown, who is also a CEO of the IDEO explains the possible techniques and strategies based on the design that is required at each level of the business. The author of this book has chosen the subject of the book as the role of design in the way of developing and organizing the governments, companies, communities, and organizations (Brown, 2009). The subject of this book tries to sup[port the proposed thesis that design plays a very important role for not only design and creative industry, but it is equally significant for other existing industries. Moreover, the content of this book revolves around the subject of the significance of the change that can be created with the help of design.

This book aims to provide insight into the design and its role in flourishing the industries as well as a leading change in the different models of business. The book also aims to give a detailed note to the readers how they can use design as a leader for bringing the creative entity in their business. Businesses can use the design by utilizing design thinking for solving different problems with the help of creating multiple ideas and organizing the information in a creative way (Kimbell, 2011). This book aims to explain the importance of design and analytical thinking in leading the businesses, by practicing the creativity and change in the design of the structure.

The book is an interesting investigation of the subject matter, which covers the significance of design and creativity in any business or industry. In this way "change by design" is very successful in assessing and covering all the relevant aspects on the subject matter, with the help of different examples and case studies in the book. Moreover, the author has also quoted and related his own experiences in the creative industries, as Brown has been serving as a known design industrial. Hence, all these elements point at the successful scope of the subject on the basis of its relevance and practical examples.

**2. An outline of its thesis and its bias**

The argument of this book is based on the stance that design thinking and creativity is equally important for every industry despite the type of business they are doing. As to extend the way for success every business needs to put in more creativity along with analytical thinking so that they can serve the field of business with something innovative (Badke, Roozenburg, & Cardoso, 2010). Moreover, the theme of this book also includes seeking creativity for the innovative leaders so that design thinking can be included at every level of the industry, from product and service to the drive of bringing new and latest alternatives for the business and society.

In the way of providing support for the thesis the *Change by Design* addresses to the designers and industrialists. The book captures the significant difference between the major difference that exists between the existing and classical management thinking with that of the design and creative thinking (Westley, Goebey, & Robinson, 2017). By this, the author provides support to the bias that design thinking is more innovative than that of already existing conventional methods. Moreover, the book attempts to cover the important entities and elements that are required for the collaboration of industrial designer and the analyst. The book also highlights the framework of the design thinking by emphasizing the role of observational, experimentation and prototyping.

The author also emphasizes the value of the design thinking at every step and part of the methods existing in an organization (Kupp, Anderson, & Reckhenrich, 2017). The book also explains the basis for the development and utilization of design thinking and how this essential skill can be fostered in an industry. Furthermore, The book is split into two parts, the first explains the bias of importance and implementation of the design thinking. However, the second part explains how the implementation of design thinking is possible, and by which ways this skill can be adopted. In other words, the second part of the book takes a practical approach to provide a road map in the application of acquired knowledge.

**3. A detailed assessment of the author's main contentions**

The major contention by the author of this book includes that design thinking is very important for the developing world of business to bring innovation in the methods, skills, and services of the industry. In this way, the author disagrees with the already existing methods of management and provides the explanation and distinction of the major difference between being a designer and thinking like one (Bjögvinsson, Ehn, & Hillgren, 2012). The author provides arguments and logical answers for supporting the significance of design thinking, as he highlights the principle of design thinking with that of linear thinking so that the stress can be based on the application of design. The author, after emphasizing the importance, gives the processes through which the continuum of design thinking can be adopted, for example with the help of ideation, inspiration, and implementation (Gobble, 2014). To consider more explanation for the practice of this skill, the book covers constraints of innovation in more detail by covering viability, feasibility, and desirability. Leading the same applicability of the concepts, the author gives examples from his own life and experience.

To shed light on the aspect of author's contention, Brown has outlined everything in a very understandable way, as taking from the differentiation and then taking everything from basic concepts to the application the author has provided support to every argument with the help of storytelling which is easy to understand by every type of reader. To support his attempted contentions, Brown has also given examples of multiple case studies to describe the difference between linear thinking and design thinking in the way of creating a more practical chance for the incorporation of innovation. To assess the author’s contention, considering his examples, briefs, and supports for his proposed ideas, the author has performed a very great job. He had not merely stated his contentions but also has supported them with sound and logical reasoning.

**4. An evaluation of the book's major strengths and weaknesses**

As a piece of writing, regardless of the significance and creativity of the topic, *Change by Designing* also contain many strengths along with weaknesses. Considering the strengths of this book, the author was taking a very understandable and easy approach to a very complicated and important topic. The book also provides theoretical understandings as well as a practical approach for making the content of the book more significant and attractive. The book has also covered major techniques of the design thinking which makes it possible for the industrialists and readers to pave the way for practically adopt the process of design thinking in the organizations and industries. The insights of this book are clearly described by adapting the minds of readers into the process of design thinking. Furthermore, covering the case studies and examples in this book for explaining the concepts in more practical ways can also be considered among one of the strengths.  On the contrast, along with the strengths of this book there are also some weaknesses that also needs to be highlighted. The book has covered a very important topic existing in the continuum of creativity for industries. However the author has provided so much stress on the advantages of design thinking, but linear thinking also important to an extent but the author has undermined the strengths of this process to prove design thinking more important. Giving account to this aspect, the book has provide emphasis to the creativity of design in the book continuously, by negating the significance of linear thinking along with the conventional management systems.

**5. A survey of topics not yet covered (sources, illustrations, indexes, etc.)**

Overall it can be said that the book was an important piece of writing, providing a detailed and practical approach to the topic. However, in the way of putting extra importance to the topic, the author has done a great job. He has given a detailed insight into every part of the book. The author, along with a theoretical and practical explanation, illustration and prototyping are also covered so that the emphasis on designing and innovation can be exemplified more practically.

The outline of the book is also able to cover the important elements of the book and can make it easy for the readers to choose it for their reading by merely looking at the table of content. However, along with the content, examples, and visuals of the design thinking, if the indexes, researches, and data were quoted in the book, it would have supported the thesis of the book. As the book does not contain any table, figures or research, which can tend to provide support for its use in industries and its success. Hence, to provide more solid emphasis on the importance of the concepts, the inclusion of researches done in this field could have proven helpful in this field. The researchers, surveys, and numerical data always provide high importance to the argument, thus considering the author' s great job if such data was added in the book, this piece would have served more significant in terms of the research on design thinking.

**Refrences**

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