NOTES

Section I

1. In Hugh Dubberly, "How Do You Design? A Compendium of Models," March 2005, p. 10. http://www.dubberly.com/wp-content/uploads/2008/06/ddo_designprocess.pdf.

2. Stephen Fry, "The iPad Launch: Can Steve Jobs Do It Again?" *Time,* April 1, 2010. http://www.time.com/time/business/article/0,8599,1976935-3,00.html.

3. See Owen Edwards, *Elegant Solutions* (Three Rivers Press, 1989), pp. 1-8.

4. Richard Buchanan and Victor Margolin (eds.), *Discovering Design: Explorations in Design Studies* (University of Chicago Press, 1995).

5. See, for example, Robert S. Kaplan and David P. Norton, *The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment* (Harvard Business School Press, 2000); and Michael C. Mankins and Richard Steele, "Turning Great Strategy into Great Performance," *Harvard Business Review*, July-August 2005.

6. J.N. Wright, "Mission and reality and why not?" *Journal of Change Management,* 3(1): 30-45 (2002).

7. From Duncan's remarks at the Institute for Design Strategy Conference, Chicago, May 2005.

8. See Jeanne Liedtka, Robert Rosen, and Robert Wiltbank, *The Catalyst: How You Can Become an Extraordinary Growth Leader* (Crown Business, 2009).

9. See www.freddieyauner.co.uk.

10. Richard Neustadt and Ernest May, *Thinking in Time: The Uses of History for Decision Makers* (Free Press, 1986).

Section II

1. Lenny T. Mendonca and Hayagreeva Rao, "Lessons from Innovation's Front Lines: An Interview with IDEO's CEO," *McKinsey Quarterly*, November 2008. http://www.mckinseyquarterly.com/Lessons_from_innovations_front_lines_An_interview_with_IDEOs_CEO_2185.

2. In Jonah Lehrer, *How We Decide* (Houghton Mifflin, 2009), p. 196.

3. See Richard Thaler and Cass Sundstein, *Nudge: Improving Decisions About Health, Wealth, and Happiness* (Yale University Press, 2008).

4. In Ellen Langer, *Mindfulness* (Addison Wesley, 1989).

5. Bruno Wicker, Christian Keysers, Jane Plailly, Jean-Pierre Royet, Vittorio Gallese, and Giacomo Rizzolatti, "Both of Us Disgusted in *My* Insula," *Neuron* 40 (3): 655-664, October 2003.

6. Dan Roam, *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures* (Portfolio, 2008), p. 141.

7. Jill Bolte Taylor, *My Stroke of Insight: A Brain Scientist's Personal Journey* (Penguin, 2006), p. 19.

8. See Benson P. Shapiro, V. Kasturi Rangan, and John J. Sviokla, "Staple Yourself to an Order," *Harvard Business Review,* July-August 1992.

Section III

1. Linda Verlee Williams, *Teaching for the Two-Sided Mind* (Simon & Schuster, 1983).

2. Stanley Gryskiewicz, "Trial by Fire in an Industrial Setting: A Practical Evaluation of Three Creative Problem-Solving Techniques," in K. Gronhaug and G. Kaufmann (eds.), *Innovation: A Cross-Disciplinary Perspective* (Oxford University Press, 1988).

Section IV

1. Neustadt and May, *Thinking in Time*, p. 251.

Section V

1. In Rob Koplowitz, "How Social Technologies Can Kickstart Innovation," CIO, September 16, 2010. http://www.cio.com/article/615114/How_Social_Technologies_Can_Kickstart_Innovation.

2. In Patricia Seybold, *Outside Innovation: How Your Customers Will Co-Design Your Company's Future* (Collins, 2006).

Section VI

1. Jessie Scanlon, "LifeTuner: How AARP Came to Serve Twentysomethings," *BusinessWeek,* November 11, 2009. http://www.businessweek.com/innovate/content/nov2009/id20091110_992142.htm

2. See Liedtka, Rosen, and Wiltbank, *The Catalyst.*