

DESIGNING FOR GROWTH

AWARDED TOP BUSINESS BOOK OF 2011

[Wednesday, February 15, 2012] — In an economy where businesses are struggling to grow and social problems are daunting, managers are finding success through an unlikely strategic source – design. A recent book on the subject of design and its role in business, *Designing for Growth: A Design Thinking Tool Kit for Managers* (Columbia University Press, 2011), has been awarded Top Business Management Book of 2011 by leading business book reviewer 800-CEO-READ. The award citation hailed the book as, “An important resource and the guide for those who lead people in making the shift from a system of rules and guidelines to treating management as a design process.”

Co-authors Tim Ogilvie and Jeanne Liedtka cut through the hyperbole of design to reveal a set of growth-generating tools that combine the methods of designers with the mindset of entrepreneurs. "Design thinking is a way for managers to explore the future through affordable, in-market experiments," says Ogilvie. "It is the antidote to a culture of debate." Ogilvie is CEO of Peer Insight, an innovation strategy firm based on DC's Capitol Hill, where his teams have applied design-based methods to public sector and non-profit organizations as well as leading private sector firms such as Procter & Gamble and Hewlett-Packard. "The needs in the social sector are immense," Ogilvie notes. "The tools of design thinking let us walk right up to massive problems and simply learn-by-doing."

About Tim Ogilvie, CEO of Peer Insight

Tim Ogilvie is CEO & Chief Inspiration Officer of Peer Insight and an expert in service innovation, business model development and design thinking. A visionary business leader with deep roots in entrepreneurship, Tim leads Peer Insight consulting assignments for Fortune 200 firms, non-profit organizations, and global governments. He is a Visiting Lecturer at the University of Virginia Darden School of Business, where he teaches customer-centered design. He is also a former partner at Kaiser Associates, the global strategy consultancy.

About 800-CEO-READ Top Business Book Awards

800-CEO-READ has spent the past 28 years helping lead people to ideas that can change the way they think about business. With thousands of business books published each year with the potential to promote change and enlighten the way people think about business, 800-CEO-READ began recognizing these efforts in 2007 with the Business Book Awards, highlighting the best works in a number of categories. Each book is judged on the originality and applicability of its ideas and the quality of its content.

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