



Innovation Organisationnelle Transformation Manageriale Par Le Design Thinking (Paperback)

By Aurelie Marchal

Createspace Independent Publishing Platform, 2011. Paperback. Condition: New. Language: French . Brand New Book ***** Print on Demand *****. L objectif de cet ouvrage est d analyser dans quelle mesure le design thinking peut aider les entreprises a reinventer leur organisation et leurs pratiques de management afin de les rendre plus humaines et plus efficaces. Les entreprises doivent faire face aujourd hui a deux grandes typologies de difficultes: celles liees a leur fonctionnement, qui proviennent principalement d organisations et de pratiques de management depassees, et celles decoulant des evolutions societales actuelles telles que les attentes civilisationnelles des salaries et la complexification du rapport au temps, a l espace et aux autres (effets de la revolution numerique). Ces deux thematiques sont bien sur entremelees mais se rejoignent en un enjeu majeur pour l entreprise en quete d une meilleure performance: reconsiderer la place de l humain. Le design thinking est une methodologie collaborative et structuree de conception, d innovation et, plus globalement, de recherche de solutions derivee de la maniere de concevoir des designers. Si cette approche est encore trop peu connue en France, elle est deja tres prisee dans le monde anglo-saxon. Elle a pour specificite de placer l humain...



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