

The Design Of Business Roger Martin

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...Roger Martin is the dean of the Rotman School of Management at the University of Toronto. In 2007 BusinessWeek named him one of the ten most influential business professors in the world. I have used several of his articles in classes I teach on creativity and innovation. One of my favorites is his 2004 article entitled "The Design of Business." The Design of Business, an Interview of Roger Martin In The Design of Business, Roger Martin contends that organizations can balance intuitive originality and analytic mastery in a dynamic interplay that he calls design thinking. This approach is necessary, according to Martin, to maintain long-term competitive advantage. The Design of Business: Why Design Thinking Is the Next ... In The Design of Business, Roger Martin offers a compelling and provocative answer: we rely far too exclusively on analytical thinking, which merely refines current knowledge, producing small...

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