

## **CHANGE BY DESIGN BY TIM BROWN**



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About halfway through Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Tim Brown repeats Tom Peter's much cited comment that "the MFA is the new MBA." In doing so, however, he doesn't fully endorse the sentiment.

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I was lucky enough to get a pre-release copy of Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation by IDEO CEO Tim Brown through the Amazon Vine program .and I m glad I did. If you take a look at some of the Pre-release copy reviews of this book on Amazon you

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