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Tim Brown is CEO and president of IDEO. He frequently speaks about the value of design thinking and innovation to business people and designers around the world. He participates in the World Economic Forum in Davos, Switzerland, and his talks Serious Play and Change by Design appear on TED.com.

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Tim Brown's approach is different; he draws his inspiration from design thinking, which helps people come up with innovative ideas. James D. Brown is the CEO and president of IDEO, a successful design firm that has set the standard for innovation in their industry.

Change By Design Book Summary, by Tim Brown | Allen Cheng
In Change by Design, Tim Brown, CEO of IDEO, the celebrated innovation and design firm, shows how the techniques and strategies of design belong at every level of business. Change by Design is not a book by designers for designers; this is a book for creative leaders who seek to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.

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