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Service Design (Thinking), applied A comprehensive resource set, clearly presented in one book Whether you work in a corporation, a government, an SME or a start-up, this book contains everything you need to improve - or revolutionize - the products and services you offer.

This is Service Design Doing – Book / School / Methods

This Is Service Design Doing: Using Research and Customer Journey Maps to Create Successful Services: Applying Service Design

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Thinking in the Real World
Paperback - 1 Aug. 2016 by
Marc Stickdorn (Author)
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The book is a follow up from This is Service Design Thinking (Stickdorn and Schnieder) and delivers a practical framework for those looking to implement Service Design in their organisations. The new book does not replace the old one, nor is the earlier a prerequisite.

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EXECUTIVE SCHOOL PROGRAM
'THIS IS SERVICE DESIGN DOING' Monday 13:00 hr Check-in & Lunch 14:00 hr Welcome and introduction 16:00 hr Presentation: Service Design Basics 16:00 hr Introduction to Service Design challenge and work groups 17:00 hr Design research & planning 19:30 hr Get-together with light dinner and drinks 20:00 hr End of Day 1 ...

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Service design thinking - or
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for accomplishing this.

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This is Service Design Doing is a comprehensive 5-day course on service design process, methods, and facilitation for executives striving to create or improve customer experiences and integrate service design in their organisation. It is led by Marc Stickdorn, editor of This is Service Design Thinking, and by Markus Hormess and Adam Lawrence ...

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This is Service Design Doing was written as a

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contributors from across different industries also helped by writing excerpts and in some cases chapters.

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This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully

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Marc Stickdorn

PERO, la 2a parte (Service Doing) es mucho más práctico! Siendo sincero, Service Design Thinking me encantó, y me permitió aprender. Pero cuando me llegó "Service Doing", me quedé enamorado del 2º, y de repente el primero me pareció menos interesante.

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from all over the world to learn the key skills of #servicedesign research, ideation, implementation and facilitation over 5 days in this amazing city. The school is led by Marc Stickdorn (This is Service Design Thinking), Markus Edgar Hormess and Adam StJohn Lawrence (both Global Service Jam).

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