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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 Thinking in the Real World Paperback – 1 Aug. 2016 by Marc Stickdorn (Author)

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This Is Service Design Doing: Applying Service Design Thinking in the Real World

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.

This Is Service Design Doing: Applying Service Design ...

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

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This is Service Design Doing - Liveworkstudio

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This is Service Design Doing was written as a collaborative book. Its four primary authors Marc Stickdorn, Adam Lawrence, Marckus Hormess and Jakob Schneider are recognised experts in the field. Other contributors from across different industries also helped by writing excerpts and in some cases chapters.

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Book review: This is Service Design Doing - Enterprise Times

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 in an organization.

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Marc Stickdorn

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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.

*This Is Service Design Thinking:
Amazon.co.uk: Mark ...*

In this book, you'll find 54 hands-on descriptions that help you DO the key methods used in service design. These methods include instructions, guidelines, and tips-and-tricks for activities within research, ideation, prototyping, and facilitation. This is the print version of the method companion to the book This Is Service Design

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