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The Design of Business by
Roger Martin is a thought-
provoking book that seeks to

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probe the reasons behind the current state of business and the new ways of thinking needed to change that state for the better. The book in my opinion is miss-titled as it is more about thinking than design.

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yearn to come up with a
game-changing innovation

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like Apple's iPod, or create an entirely new category like Facebook. Many make genuine efforts to be innovative—they spend on R&D, bring in creative designers, hire innovation consultants.

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The Design of Business: Why
Design Thinking is the Next

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In The Design of Business,
Roger Martin offers a
compelling and provocative
answer: we rely far too

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exclusively on analytical thinking, which merely refines current knowledge, producing small improvements to the status quo. To innovate and win, companies need design thinking.

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The Design of Business -
Roger Martin

The Design of Business: Why Design Thinking is the Next Competitive Advantage is a 2009 book by Roger Martin, Dean of the University of Toronto 's Rotman School of

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Management. In the book,
Martin describes the concept
of design thinking, and how
companies can incorporate it
into their organizational
structure for long term
innovation and results.

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In "The Design of Business," Roger L. Martin offers a compelling and provocative answer: we rely far too exclusively on analytical thinking, which merely

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any organization lies in the
development of knowledge.

Unlocking problems, issues

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and mysteries with new rules of thumb has the potential to overtake existing industries. Translating this thinking into business systems, software and step-by-

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named the world's #1
management thinker by
Thinkers50, a biannual
ranking of the most
influential global business
thinkers. Roger is a trusted
strategy advisor to the CEOs
of companies worldwide

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including Procter & Gamble,
Lego and Ford.

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The Design of Business. In
his new book, Roger Martin,
dean of the Rotman School of
Management, says an eye for

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innovation and efficiency
creates a powerful
competitive edge. Roger L.
Martin.

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Roger Martin is a thought-provoking book that seeks to probe the reasons behind the current state of business and the new ways of thinking needed to change that state for the better. The book in my opinion is miss-titled as

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Amazon.com: Design of
Business: Why Design
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Roger Martin is the dean of
the Rotman School of

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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

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innovation. One of my favorites is his 2004 article entitled “The Design of Business.”

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Interview of Roger Martin
In The Design of Business,
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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

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maintain long-term
competitive advantage.

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