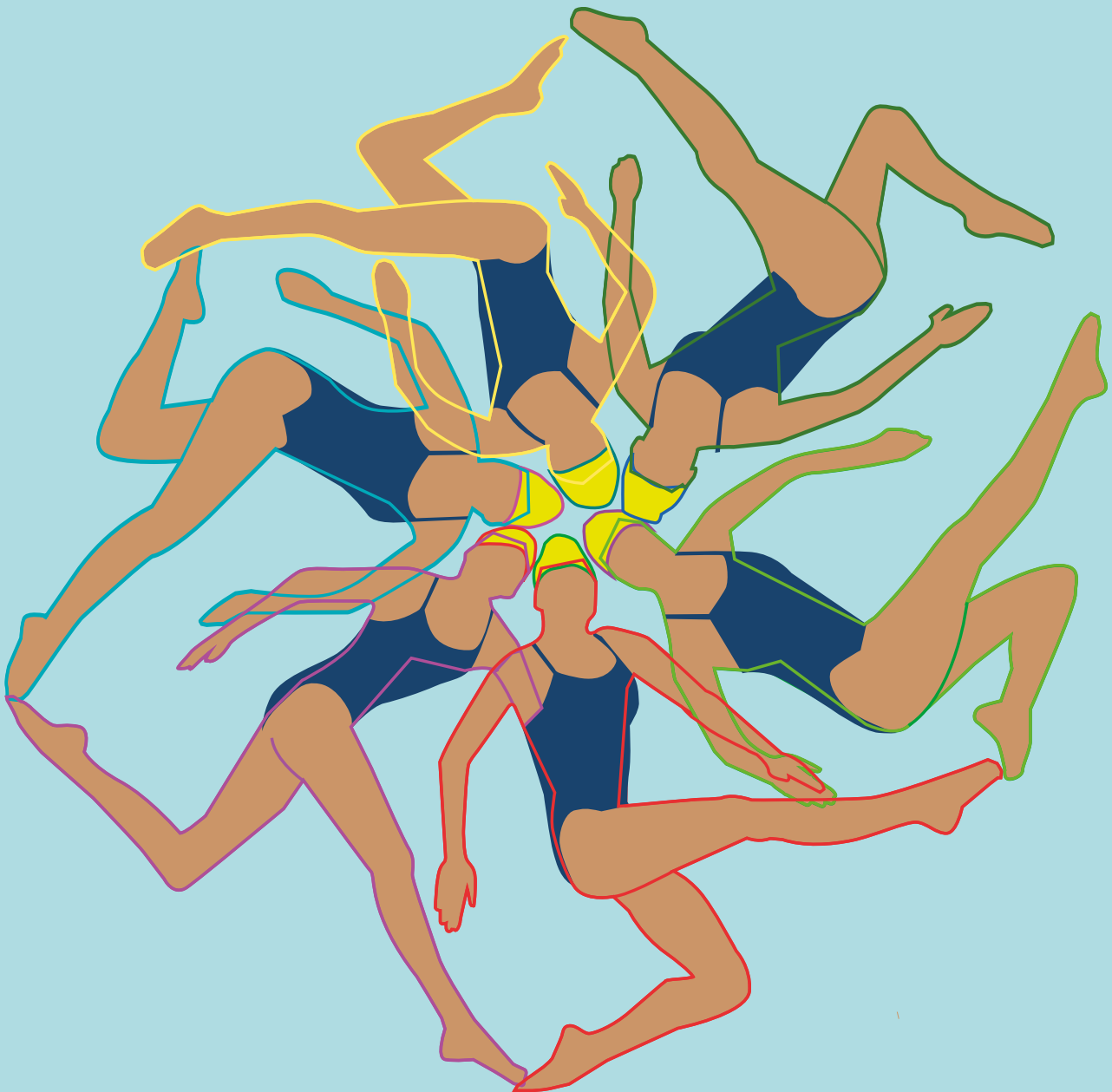


BISPUBLISHERS

'Inspiring creative minds'

Spring 2022



Dear reader,

We hope you will find our new Spring 2022 titles interesting and inspiring, enjoy reading!

For more information on our Spring 2022 titles, please browse through our catalog or go to www.bispublishers.com for a comprehensive overview.

As always, if you have a good idea for a new project, do not hesitate to contact us. We would love to hear from you!

The BIS Publishers team,
Bionda Dias
Bionda@bispublishers.com

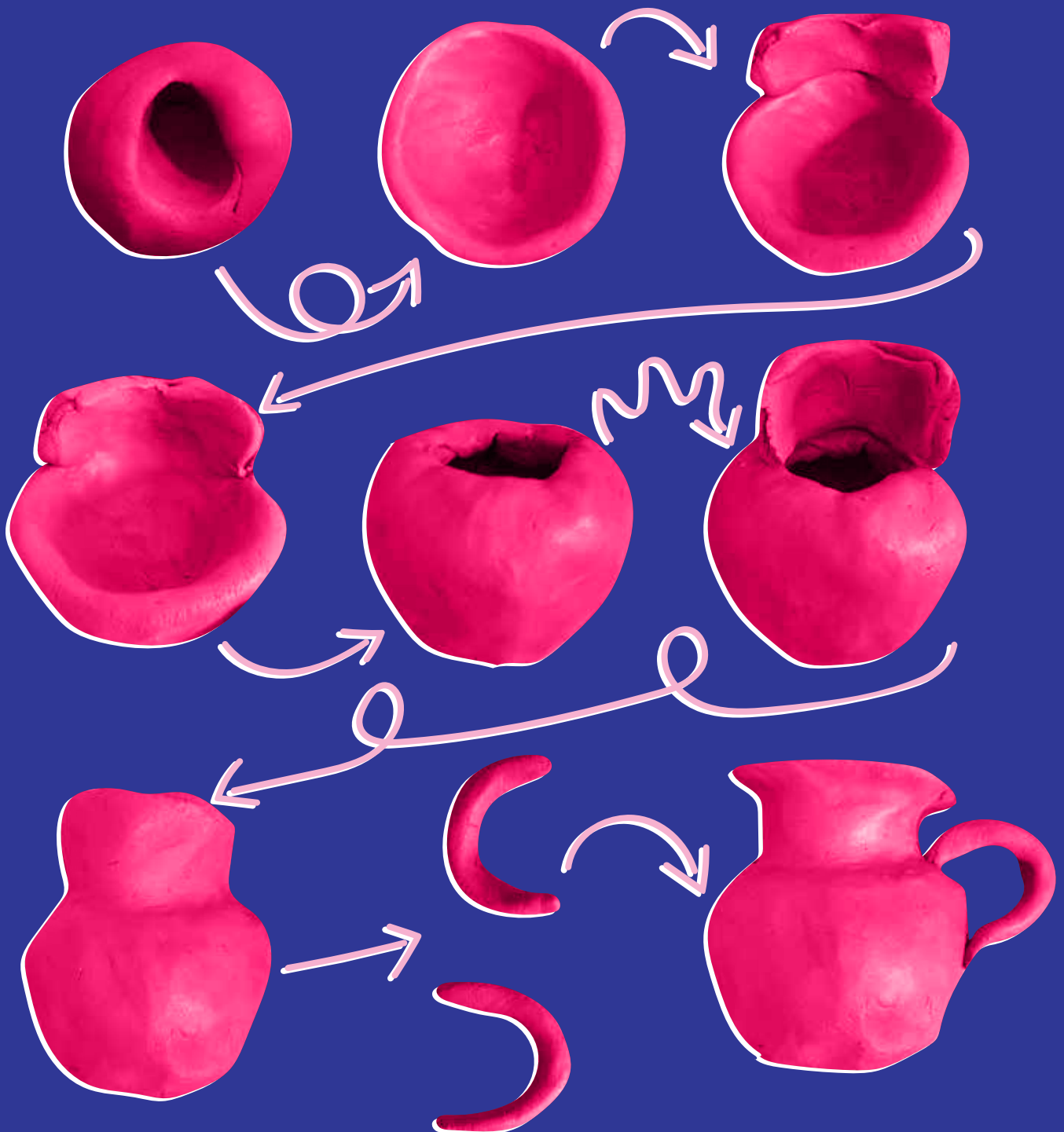


Cover image taken from
People Facts, p. 14

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New Titles Spring 2022



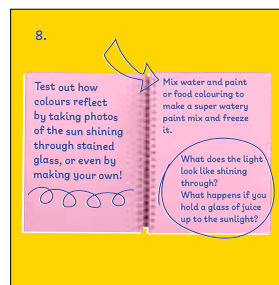
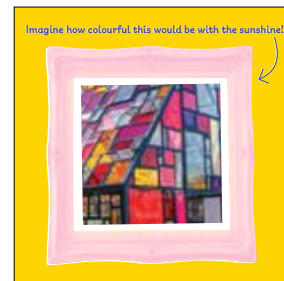
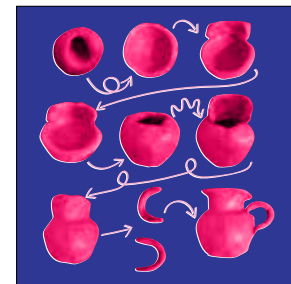
Creative Block: Kids!

Creative Block: Kids! is a fun and practical art book for children (and their parents!) to start experimenting with creative ideas, play with art and test out new materials and means of making art. It encourages children to play with their creativity, develop new skills, and have fun with the results.

They are the artist in charge and get to make all the decisions to create their own weird and wonderful work that they would not explore at school. *Creative Block: Kids!* wants children to have fun and explore their creative ideas. If you can imagine it, you can make it!

Info

May 2022
paperback
128 pages
7½ x 6⅝ in
\$ 16.99
ISBN 9789063696245



Author

Gemma Lawrence is a teacher and designer working and living in the UK. She was educated at the University of Brighton in Fine Art Painting, with experience in graphic design and education. Lawrence previously published *Creative Block* (2020) with BIS Publishers.

Related



Creative Block, page 35

- Strong gift book potential; activity book for children to keep them occupied as well as inspired

- Author is accomplished both in Fine Art and Graphic Design, and currently a teacherAid to young creatives

- For children from 6 to 12 years

- The sequel to the successful 'Creative Block'

Dilemmarama The Game: The Ultimate Edition

The Game Is Simple, You Have To Choose!

Dilemmarama The Game: The Ultimate Edition is a new edition of the immensely popular Dilemmarama game with 60 brand new dilemmas.

Every time you say goodbye you have to cry OR You can't read time anymore. All the paint in your house is always wet OR You spray toilet freshener all over yourself every day. In this game there is only one real rule: you HAVE to choose!

The Dilemmarama's absurd dilemmas will not only make you laugh, but will also cause heated debates and feisty duels amongst friends and family. There are two game options to choose from, because after all, everything in life is a dilemma. In one of the game options, your goal is to become the Dilemmaestro by creating difficult dilemmas for the other players. In the other option, you play in teams and try to guess what your teammates will choose. This way you really get to know your friends and family!

BONUS: *The Ultimate Edition* can be used as a stand-alone deck but it can also be combined with *Dilemmarama The Game: The Original Edition*, expanding the game to 120 cards with over 7,000 new combinations.

Info

June 2022
65 cards in a box
5 1/4 x 3 7/8 in
\$ 19.99
ISBN 9789063696252



Author

Dilemma op Dinsdag started when six friends were bored during a birthday party. After hours of discussing impossible dilemmas, they decided to start a Facebook page to let their friends vote on what the best options for the dilemmas were. Meanwhile, the page has over 300,000 fans, the group has been discussed in various media, they perform at various festivals and the number of followers on their social media outlets is constantly rising.

Related



Dilemmarama
The Game: The
Happy Edition,
page 39



Dilemmarama
The Game: The
Original Edition,
page 39

- **BONUS:** The Ultimate Edition can be used as a stand-alone deck but it can also be combined with Dilemmarama The Game: The Original Edition, expanding the game to 120 cards with over 7,000 new combinations.

- **First edition sold over 25,000 copies**

- **2 playing options**

Captains of Leadership Build Your Facilitative Confidence

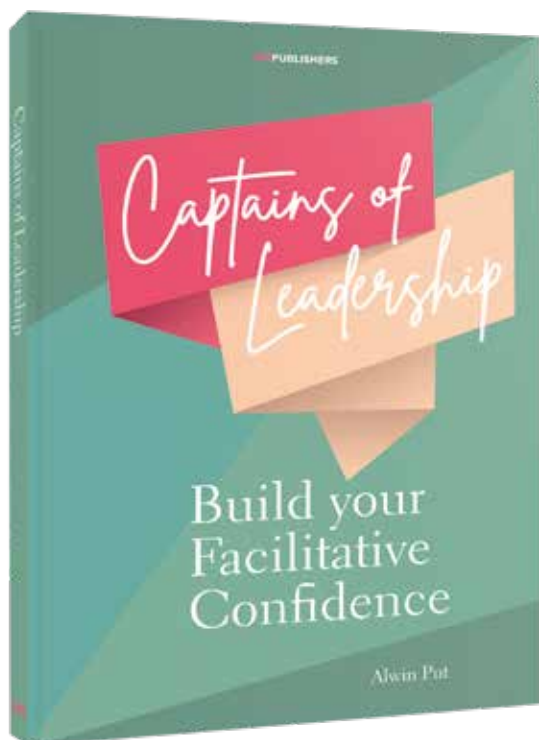
Another two-hour brainstorm with your team, and you are left feeling drained: nothing really useful came out of it. It feels like a waste of time. Why is it that so many meetings are not effective? We need to start working with a type of leadership that empowers from the bottom up instead of top-down: facilitation. In *Captains of Leadership* you will learn the secrets of facilitative leadership, which will allow you to bring co-creation to another level. No more wasting time during team meetings, learn how to make every shared moment count.

Alwin Put outlines a three-part approach in which he explains how to get the best and most out of people by working together. This book is your guide to become a facilitative leader, in other words: a *Captain of Leadership*. The three parts discuss (1) why it is worth the effort to develop yourself as a facilitator, (2) how to learn to work with the holy trinity of facilitation (guide, conduct and catalyze), and (3) how to keep the right frame of mind and a high energy level to get the most out of your crew.

Captains of Leadership combines elements of business, creativity, and self-awareness. It is an essential tool for anyone who believes in co-creation. It is both hands-on and inspiring. Become a Captain of Leadership: with facilitation, anyone can step up and be a leader.

Info

March 2022
Paperback with Flaps
208 pages
9½ x 6½ in
\$ 24.99
ISBN 9789063696191



Author

Alwin Put is a Design Thinking expert, a sought-after facilitator, trainer and speaker. He has a long track record in Marketing & Brand Strategy, working with start-ups, scale-ups, corporates and his own ventures. This book summarizes his learnings when leading co-creation sessions with countless people from all kinds of organizations. Put is a partner of the Design Thinkers Academy and lives in Belgium.

Related



Great Leaders
Mix and Match,
page 20

● On trend with the current focus on ecosystems

● The author will be very involved in the promotion and has a background in marketing

● The book is referred to in multiple in-company and open Design Thinking courses

● The book will be endorsed by a group of C-level ambassadors

Infinite Double Diamond Cards

Design Thinking Tools to Shuffle and Re- Shuffle

It does not matter whether you are innovating on your proposition, your team culture or something else. The authors Carola Verschoor and Rik de Vette view innovation as the creation, development, and implementation of new forms of value. It is a verb, because ultimately for innovation to happen, thoughts and ideas must be set in motion by doing.

To help bring about innovation, Verschoor and de Vette created the *Infinite Double Diamond Cards*. This card deck is based on the Double Diamond of Design (created by the British Design Council in 2004). What makes the deck infinite is that the cards can be shuffled and re-shuffled, giving the innovation teams unlimited possibilities and inspiration. Infinite combinations can be made in the application of design thinking tools through these cards. They are easy to use, versatile in application, and deliver useful results time after time.

The front of the cards contains the name of a design thinking tool, reference to the phase in the design process and guidelines regarding time, materials, and mindset needed. On the back, players will find a simple, to-the-point description of the methodologies and tools. Together, the cards have the structure of a recipe: "1, 2, 3 and you are done when ...".

Each card is a point in a network of alternative approaches to the issues at hand. Verschoor and DeVette have curated a selection of the best, most impactful methodologies and tools, drawing from disciplines as diverse as research, service design, experience design, business and growth-hacking. Because if any process could guarantee a successful outcome, life would be quite boring. By experimenting playfully with the *Infinite Double Diamond Cards*, designers and innovators will find new and exciting ways to address the problems they are trying to solve.

Info

March 2022
Boxed set
80 cards
4¾ x 4¾ in
\$ 30.00
ISBN 9789063696184



Authors

Rik de Vette is a growthhacker, a customer developer, and a linchpin. He lives at the intersection of growthhacking, lean startup, and design thinking. After a career as a pharmacist, he transformed himself to a growthhacker with a passion for innovation. He was a corporate growthhacker at Eneco and is currently working in PostNL's Innovation Studio.

Carola Verschoor is the founder and chief creative at Transformational Studio. Her mission is to (r)evolutionize change in a complex world and help embody the transformation we wish to see in business today. For more than 25 years she has worked across industries, developing teams, and delivering successful innovation. She is a thought leader on the topics of innovation, strategy, creativity, transformation, and (service) design for business.

Related



Brand Vision Cards, page 21



75 Tools for Creative Thinking, page 30

- Curated by practitioners with extensive experience in innovation and design

- Interesting for multiple audiences: practitioners of business, practitioners of design, workshop facilitators, students of design, innovation and user experience

- Very strong multiplication effect because use is often in workshops: where people who use the cards will want to have their own set

Innovation Accounting

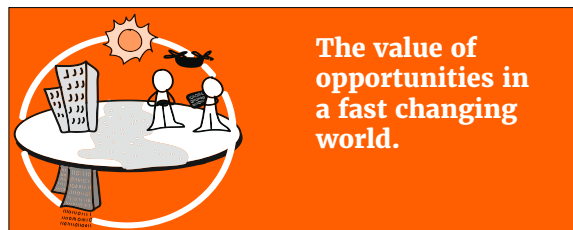
A Practical Guide For Measuring Your Innovation Ecosystem's Performance

When a company is committed to growing through innovation – not just exploiting the existing business models – standard accounting documents offer insufficient and, oftentimes irrelevant data. *Innovation Accounting* is a practical guide for these companies to help them measure and track innovation. Most established organizations have understood the need to innovate and become more digital, however the management tools available to leaders seeking to understand the investments in innovation are lacking. Financial accounting in particular is difficult to use in the context of (digital) innovation. Therefore a new complementary system for measuring and tracking innovation is needed.

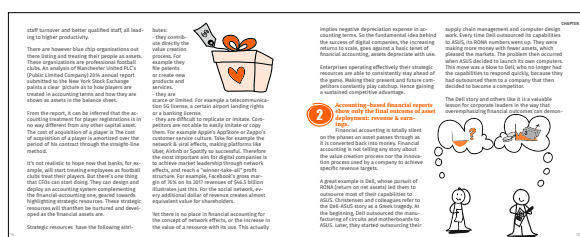
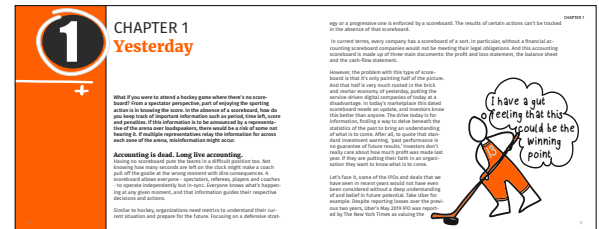
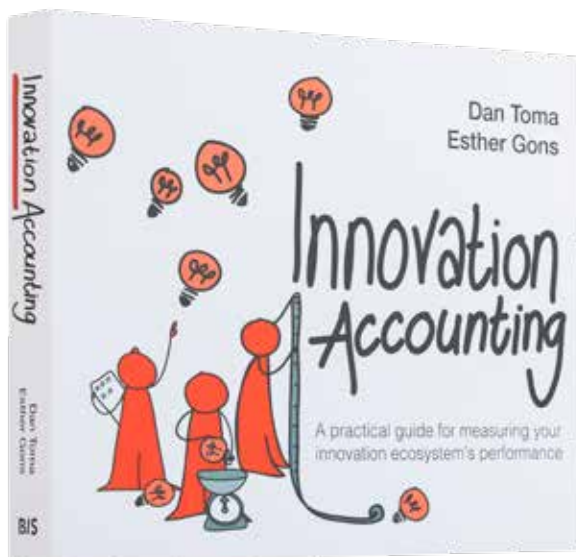
The book provides tools, frameworks, templates, and visualizations that can be easily understood and applied. These can all be used by executives looking for a new way of measuring corporate performance in a world where accounting-recognized assets are becoming commodities, by investors seeking better ways of looking at a company's growth potential, and by managers who need to value innovation product teams using more than just financial indicators. *Innovation Accounting* is an essential go-to book for anyone that wants to measure their company's innovation ecosystem.

Info

March 2022
 Paperback with Flaps
 304 pages
 7 1/2 x 9 1/2 in
 \$ 45.00
 ISBN 9789063696207



The value of opportunities in a fast changing world.



Authors

After co-authoring the award winning book *The Corporate Startup*, **Dan Toma** founded the consultancy company *Outcome*. Here he is helping large companies transform to be able to grow for the future while running their day-to-day core businesses. In this capacity he worked with blue chip companies around the world, most notably: Allianz, Bayer, DNB and DNV GL. In 2020 Toma was featured on Thinkers50 Radar List of management thinkers to watch.

Esther Gons is the founder and CEO of *GroundControl*. *GroundControl* is innovation software that focuses heavily on innovation accounting and helps corporate startup teams with the development of new business models. They work with clients such as Schiphol Group, DHL, and ABN Amro. Gons is an international speaker on topics of corporate innovation, innovation accounting, portfolio management, and startups. She has been an entrepreneur for over 20 years and mentored over several hundred startups, for example as investor at NEXT Startup Ventures, lead mentor in the Rockstart Accelerator programmes, and Lean Startup Machine weekends.

- **Toma was featured on the Thinkers50 2020 Radar list of management thinkers to watch and he's also a member of World Economic Forum's working group on accelerating digital transformation**
- **Unique content, no other book like this exist on the market. The term is used in other materials (such as *The Lean Startup*), but how to approach the topic and measure this innovation doesn't exist**

Online Innovation

Tools, Techniques, Methods and Rules to Innovate Online

Online Innovation inspires you with effective online collaboration tools, techniques, methods, and rules to kick-start you to innovate your work and your organization 100% online. That is why this is a practical guidebook on how to innovate online.

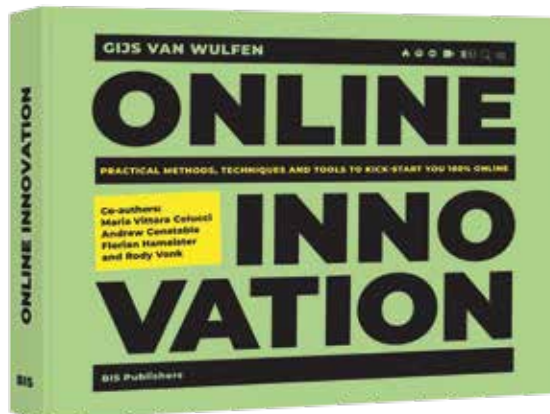
After describing 10 common pitfalls, the authors share great tools and techniques that work in practice. They discuss the Achilles' heel of innovating online and present 10 methodologies you can use for hands-on online innovation. The Lightning Decision Jam, the Design Sprint, and the FORTH innovation method are highlighted in the book. The authors combine these methodologies into a new hybrid version. At the end of the book, you will find systematic descriptions of 25 tools and 10 methods. These will give a clear overview that will help you to pick the right ones for your online innovation journey.

Innovating online is here to stay. There is a huge increase in hybrid innovation projects, combining in-person and online workshops, using all the online advantages while being personally engaged offline.

Online Innovation supports all professionals who want to innovate online: consultants, coaches, facilitators, managers, and students in design (thinking) and innovation.

Info

February 2022
 Paperback with Flaps
 264 pages
 7½ x 9½ in
 \$ 45.00
 ISBN 9789063696214



METHOD 5: THE DESIGN SPRINT

WHEN?	WHY?	WHY?	HOW?	WHICH TECHNIQUE?	WHICH TOOL?	DURATION?	RESULT?	PITFALL?	TIP?
When you need to solve a problem quickly and you have a limited budget.	The sprint is a time-boxed, five-day process that allows you to test a new idea or product in the market.	It's a design thinking process that focuses on solving a problem quickly and efficiently.	A design sprint is a time-boxed, five-day process that allows you to test a new idea or product in the market.	In a design sprint, you work in a cross-functional team to solve a problem quickly and efficiently.	In the design sprint, you work in a cross-functional team to solve a problem quickly and efficiently.	The design sprint is a time-boxed, five-day process that allows you to test a new idea or product in the market.	The sprint is a time-boxed, five-day process that allows you to test a new idea or product in the market.	The sprint is a time-boxed, five-day process that allows you to test a new idea or product in the market.	Look to have a small team of people who can work together effectively.

ZOOM AND MICROSOFT TEAMS

NAME	WEBSITE	WHAT?	WHY?	BASE OF USE FOR SMALL PARTICIPANTS	BASE OF USE FOR BIG PARTICIPANTS	SET TO METHOD	SET TO TOOL	KEY FEATURES	TECHNICAL REQUIREMENTS	DEVICE TYPE	INDEX OF
Zoom	zoom.us	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.	Zoom is a cloud-based, multi-platform software that allows you to join meetings from your computer, mobile phone, or tablet.
Microsoft Teams	teams.microsoft.com	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.	Microsoft Teams is a collaboration hub that allows you to work together in real-time, whether you're in the office or on the go.

Author

Cijs van Wulfen is a worldwide authority in innovation and design thinking. In 2005, he founded the FORTH innovation method: a scientifically proven methodology for the start of innovation. His book, *The Innovation Maze* (BIS Publishers), was crowned as Management Book of the Year in 2017. He inspires people with his keynotes, books, webinars, and YouTube videos in a practical way on how to be great innovators. Recently, van Wulfen became one of the authors of the Future-Fit Manifesto, the successor of the Agile Manifesto.

Co-authors **Maria Vittoria Colucci** from Italy, **Andrew Constable** from the United Kingdom, **Florian Hameister** from Germany, and **Rody Vonk** from The Netherlands are all professional online innovators and certified facilitators of the FORTH innovation method.

Related

The Innovation Maze, page 29

The Innovation Expedition, page 29

- Working from home is an ongoing trend (and necessity) so innovating online is 'hot' and here to stay
- The first "How to innovate online" book
- Author has written the innovation bestseller 'The Innovation Expedition', also published by BIS Publishers
- Author is LinkedIn influencer with 330k followers

Type Tricks: Layout Design

Your Personal Guide to Layout Design

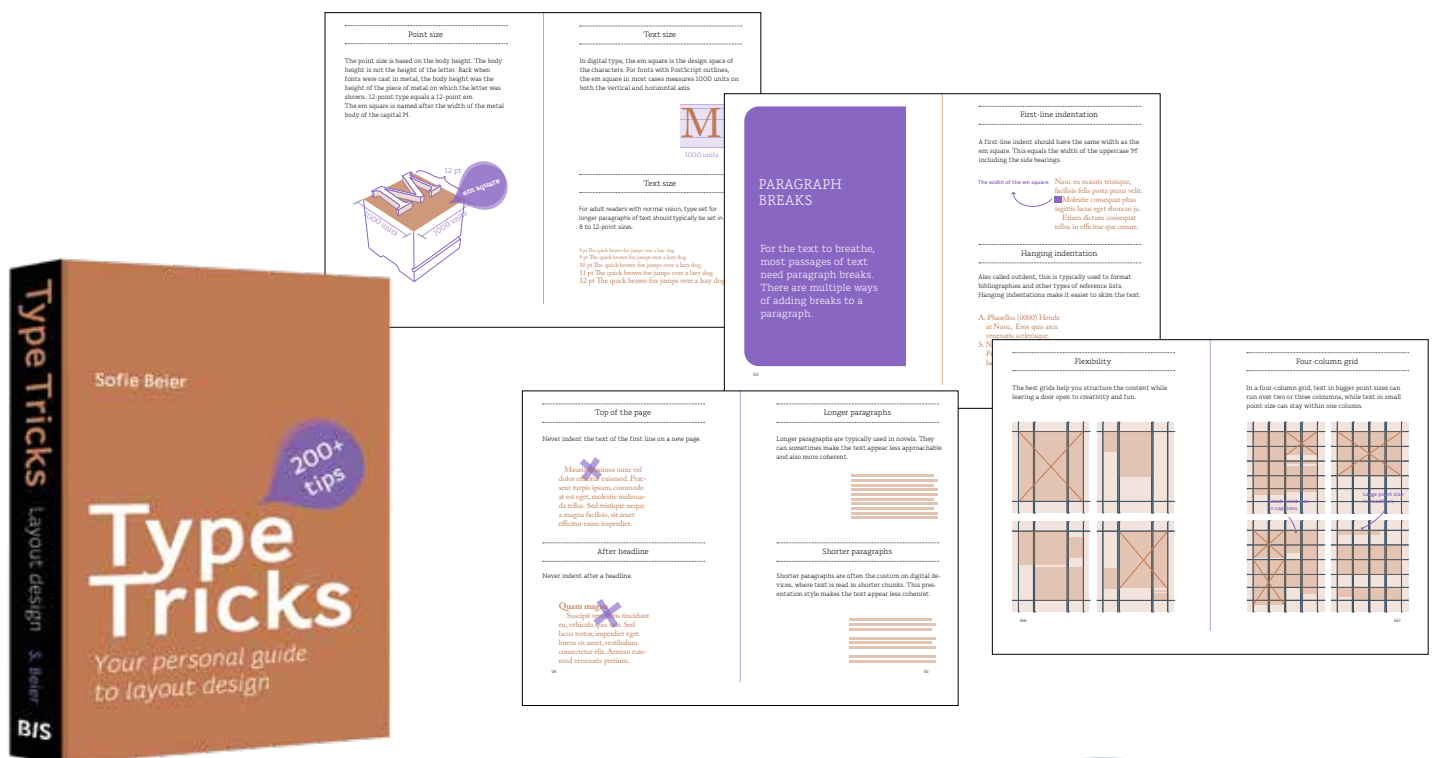
Type Tricks: Layout Design is the follow-up to *Type Tricks* and the second book in the trilogy of user manuals about typography related matters. The first book was about type design, the second book is about type layout and the final book will be about type usability. Sometimes you do not have the time to read a book cover to cover, but you simply are looking for some main pointers to help you move forward. This book is precisely for these kinds of situations.

The book covers both key typography rules as well as the underlying structure of the working process in layout design. In an illustrative format and easily accessible style, it presents the different stages of working with typography. The collection of rules provides more than 200 tips for creating readable layouts and typography settings. The book touches on matters of typography for both print and digital media: from letter spacing, paragraph breaks, text adjustment, leading, emphasis, hierarchy to grid systems.

Layout guidelines are difficult to remember, but with this book you do not have to know them all by heart. The format is small and handy, so you can always have it on hand when you need to check the rules. *Type Tricks: Layout Design* takes its outset in the author's experience as a teacher of typography, her practical experience with designing layouts and her academic research into improving reading through good typography.

Info

June 2022
Paperback
208 pages
7³/₈ x 4³/₄ in
\$ 19.99
ISBN 9789063696221



Author

Sofie Beier is a professor at the Royal Danish Academy, where she is head of the research unit Centre for Visibility Design. In addition to creating the *Type Tricks* series, she wrote the book *Reading Letters: Designing for Legibility* (2012) and has published numerous academic papers on typeface legibility. Her research is focused on improving the reading experience by achieving a better understanding of how different typefaces and letter shapes can influence the way we read.

Related



Type Tricks,
page 34

• **Sequel to 'Type Tricks: Your Personal Guide to Type Design', which is the first title of the series and received good reviews on Amazon and has been translated into three other languages**

• **Author is professor and a well-known legibility researcher within the design community**

• **Author is a regular speaker at typography conferences**

People Facts

An Extraordinary List of Strange and Wildly Witty Things About You

People do the weirdest things, do we not? Have you ever wondered why? Have you ever tried to figure out why you do the things you do, or why your friends are who they are? Have you ever wondered if cats can be allergic to people or why men are more likely to dream of other men than women? Have you ever thought about strange human behaviors, like why is it easier for people to fall in love on holiday? Then *People Facts* is definitely for you.

The book deals with 100+ bizarre, revealing and funny facts about humans, which can be weirdly informative and wildly witty! Whether they are biological, psychological, cultural, or natural; in this beautifully illustrated volume, the craziest aspects of human evolution are gathered.

So, if you want to know why your feet are the most honest body part, why most people overestimate themselves and their abilities, or how a brain scan can reveal what kind of friends you have, you should definitely open this book. Enjoy!

Info

May 2022
Hardback
160 pages
6¾ x 4¾ in
\$ 19.99
ISBN 9789063696238



Author

After studying Communication Design in Cologne, **Franziska Liebig** founded the photo agency Edith images, a platform for analogue and artistic photography. She also worked as a freelancer in the cultural industry and did graphic design for theater companies and foundations. Since 2015 she has worked as Art Director in a German fashion company. She also holds an honorary position as a lay judge at the Cologne Regional court.

Julian Reale studied media and cultural studies in Dusseldorf. After working in the cultural industry in New York City, he worked in a software design agency on conceptions of digital appearances for international clients. For several years, he has been working as an audience researcher for a global news provider. He lives in Cologne.

- **Cross-cultural corresponding to the zeitgeist**

- **Strong gift book potential**
- **Relate to people's curiosity about themselves and is suitable for a broad target group**

- **Stand-alone illustrations and cover**

- **Beautifully uniquely illustrated**

Burp

The Other Wine Book

"I like the idea that wine can entertain and make you smile. That's why I'm looking forward to receiving my copy of *Burp*, which focuses on the design and the stories behind the labels." – Tim Atkin, wine writer, critic and Master of Wine

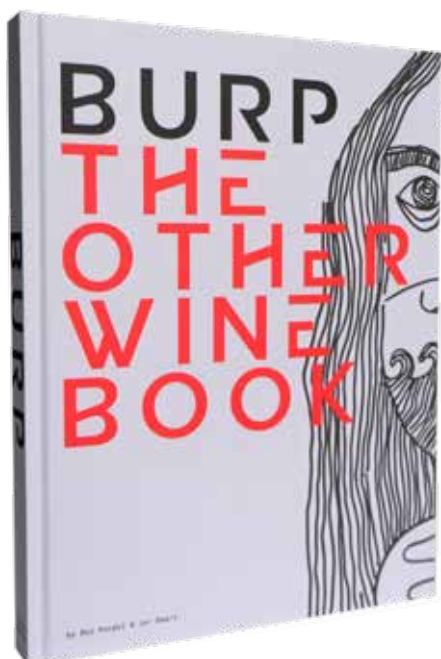
There is a story behind every bottle of wine. As a winemaker, you can make a statement with your label. It is the showcase of your company. And more importantly, it can persuade consumers to buy your product. The label should be in line with the wine you can expect in your glass. This is why Jur Baart and Bas Korpel decided to write *Burp*, because they strongly believe that a wine tastes better when you know the story behind it.

In the book, 40 wines are presented, each with a distinct label and a matching story. The selection of wines does not focus on the vinification technique but on the labels of the bottles. What is striking, however, is the exceptionally high proportion of natural wines. It seems this group of winemakers (in some cases new to the profession) is paying more attention to how their products are presented to their customers. Yet *Burp* also includes a number of all-time classics that should not be missed – essential not only in this book, but also in your wine cellar.

Just like folk tales, the stories behind the wine are often passed on – and sometimes spiced up in the retelling. Rest assured that this also happens with the stories in this book. *Burp* will give you lots of new anecdotes to tell while drinking your next bottle of wine.

Info

April 2022
Hardback
248 pages
11¼ x 8¾ in
\$ 40.00
ISBN 9789063696276



Author

Bas Korpel is a storyteller, vinologist, and copywriter. Ever since 2011 his work has focused on the world of wine. He works as a commercial wine writer, critic, and columnist. Previously, Korpel worked for several advertising agencies in Amsterdam and has a background in Hospitality Management.

By the time **Jur Baart** was 12 years old, he knew he wanted to be in the creative business. Currently, he is the owner of multi-award-winning agency Fitzroy, co-founder of Brave The Sea, Business Angel at several startups and board member of the Esprix Awards. In his spare time he paints and illustrates. Baart developed the concept for *Burp* and illustrated the book throughout.

The photography in the book is by **Danny Griffioen**. Griffioen established himself as an Amsterdam-based photographer after a page-wide portrait on the front page of Die Zeit. He also started working as a film director in 2018.

- 40 stories about 40 different wines

- Various famous and well-known winemakers and producers included, such as, *Château Mouton Rothschild, Pol Roger, Marqués de Riscal, Angelo Gaja, Telmo Rodriguez and Francis Ford Coppola*

- Perfect for wine lovers, people who like storytelling, but also for people interested in strong photography and design

Recently Published



Image taken from
Design Innovation and Integration
ISBN 9789063696030
\$ 45.00

Drag Queen Memory Game

Drag Queen Memory Game is a fun game that shows queens in and out of drag. The vibrant photographs explore the different clothing style and make-up presenting the wide array of subcultures within the drag world. The before-and-after photos are taken in the same environment to allow easier recognition when picking sets of two. Enter the world of the Dutch Drag Queens and discover who your favorite is.

Info

October 2021
 Boxed set
 2 x 30 cards
 5½ x 4 in
 \$ 19.99
 ISBN 9789063696061



Authors

Maike Strengholt is a creative and cultural programmer and producer for festivals, theater and Amsterdam nightlife. She is also a clothing and props designer for photography, film and theater. She studied at the Design Academy in Eindhoven.

Dim Balsem graduated from The Hague academy in 2009. He has an associative, raw, and sleek style. His main interest is humans. He makes associative documentary work depicting masculinity, femininity, self reflection, beauty, and personality.

Related



Twins Memory Game,
page 39

- Very strong gift potential, the drag queen culture is very popular
- All people portrayed have a large social media following
- The Dutch version of Ru Pauls Drag Race came out in 2021
- Previous memory game title Twins Memory Game was very successful

Influence

Powerful Communications, Positive Change

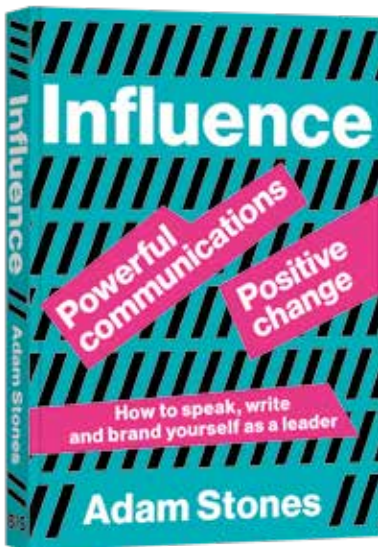
When you want to change the world, how do you bring the world on board? *Influence* will improve the communications skills of changemakers, disruptors, and entrepreneurs to increase their effectiveness and impact. It breaks down the essential skills needed and provides guidance and tools to learn, practice, and excel. It is your go-to communications coach.

Influence brings together what you need to know to get your message out there. Practical exercises and games will strengthen your confidence in the skills you learn. This is all supported by stories from leaders who have 'been there' and improved their communications to great effect, as well as pro tips from renowned communications experts.

The book guides you on a journey to first understand what you can gain, then set your game plan. You do this before learning the essential communications skills needed and how to master them with confidence. Discover how to find your purpose, brand yourself as a leader, write with authority, speak powerfully, own every media interview, unleash the power of storytelling, and more.

Info

October 2021
Paperback
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ISBN 9789063696115



Author

Adam Stones is an award-winning writer and communications strategist working exclusively with people and brands making a positive impact. After several years in UK national media, he worked for two of London's leading communications agencies: Burson Cohn & Wolfe and Forster Communications. In 2016, he moved to Amsterdam and established his own purpose-focused enterprise, A'DAM Communications.

Related



23 Innovations in Digital Communication, page 28



Pitching Ideas, page 31

• The subject matter is in rapidly increasing demand from surge in purpose-led business and entrepreneur focuses

• Practical exercises and summary sections make it a perfect learning companion

• Author has won awards for both journalism and PR

Design Innovation and Integration

Design Innovation and Integration is more than a toolkit, it is a guidebook for the industry leaders of today and tomorrow. It provides a holistic understanding of the approaches, practices, and tools required to go beyond creative ideas and to integrate design strategically within an organization.

Novel solutions are required to meet complex problems, however, understanding how to make these solutions a reality is rarely addressed nor readily understood. This book expands upon existing design toolkits by providing a deeper understanding of the principles and practices of methods and aligning tools. The aim is not only equipping the reader with a list of design tools but for them to apply and adapt them to best suit their needs and context.

A number of diverse company case studies are used throughout the book to explain the use of individual tools and describe the more complex process of design integration, highlighting common pitfall, and opportunities. Structured into two key parts, i) Design Innovation and ii) Design Integration, the reader can quickly and easily resource a tool, gain a deeper understanding of the theory of Design Innovation, or develop a design intervention within their own organization.

Info

August 2021
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Authors

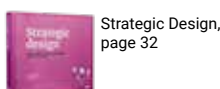
Dr Straker, Professor Wrigley and Dr Nusem form the Design Innovation research group at the University of Sydney, Australia. They research the value that design holds to business.

Dr Karla Straker is an experienced researcher and lecturer. She is the Program Director of the university-wide major in Design.

Dr Cara Wrigley is Professor Design Innovation, residing within the School of Architecture, Design and Planning.

Dr Erez Nusem is a Lecturer and Program Director of the Master in Design at the School of Architecture, Design and Planning.

Related



Strategic Design, page 32



This is Service Design Thinking, page 29

- The book is written by designers for non-designers, providing custom-designed templates to guide the practical application of each tool

- A ready-to-use blank template for reproduction under the creative commons licence can be found at the back of the book

- Designed as a learning resource

Intercultural Design Basics

Advancing Cultural and Social Awareness Through Design

Intercultural Design Basics is an intercultural and innovative approach to design education. A unique companion app ensures relevance for a young technology-minded target group.

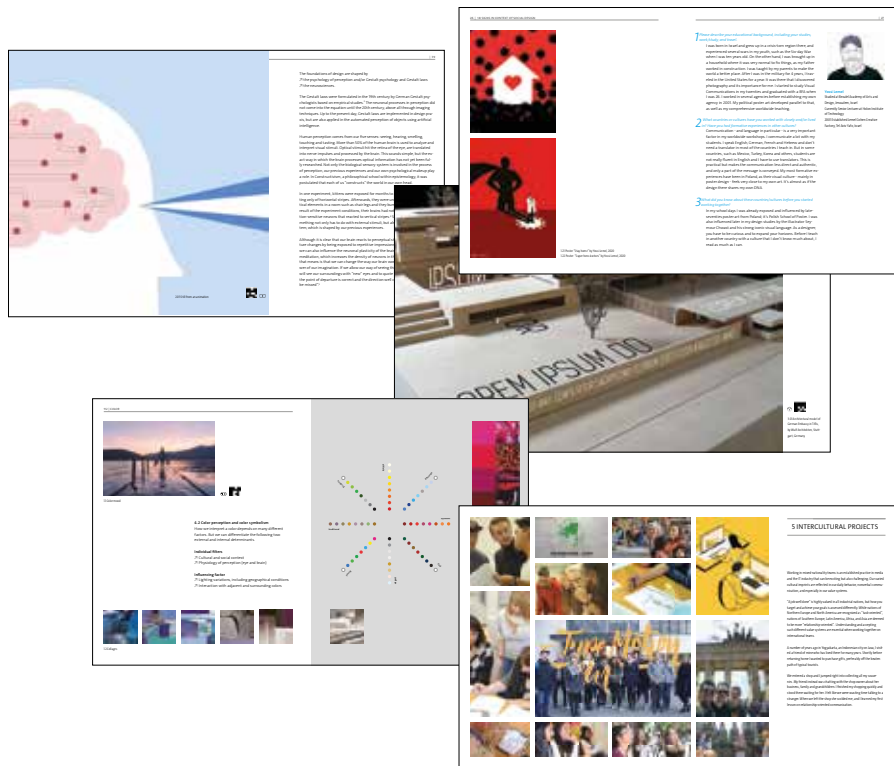
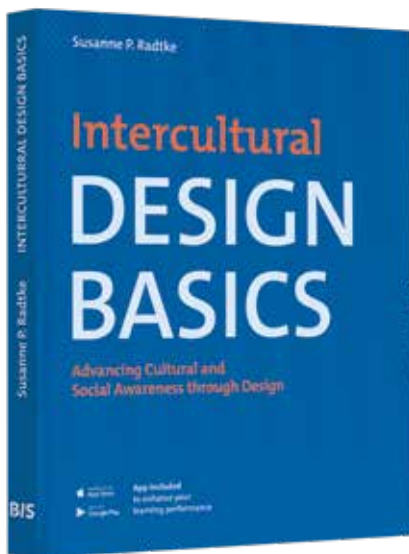
The book gives intercultural insights when discussing the basic principles of design, typography, and color theory. It incorporates contrasting ideas on design and various design teaching methods. Creative voices of well-known and not yet discovered designers from Africa, Latin America, and Southeast Asia will help expand your horizons.

Through examples of intercultural design workshops, it inspires collaboration with international teams. Practical methods used in these international perspectives encourage the development of cultural and social awareness and inspire different design styles to help you perceive cultural diversity.

An app is also created to work hand in hand with *Intercultural Design Basics*. The pair make the theoretical background of the book visually and auditorily intriguing and engaging by using AR, animations, games, and videos.

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Author

Susanne P. Radtke is a professor for Graphic and Media Design at Ulm University of Applied Sciences, Germany. She is co-author of *Textbook for Visual Media Design*, which is required reading at many German design schools. She set up her graphic design office in 1987 and now has bases in Berlin and Ulm.

Since 2009, Radtke has been developing and running intercultural design workshops, mainly in Southeast Asia and the USA. Her research field is naturally connected with her intercultural design workshops. She has participated in design and education conferences in Asia and Europe, and has published papers on those proceedings. Radtke has vast experience in international design education.

Related



Politics of Design,
 page 32

- Companion app enhances the book's content, creating a highly engaging and intriguing format
- Unique combination of design methodology and cultural awareness
- Strong intercultural insights from global professionals

Design Things That Make Sense Tech. Innovator's Guide

This book is the first and complete guide to designing technology-based products and services. It answers questions like: Why do some products become a success while others fail? Why do some products create value while others destroy it? Why is there so much technology-push and so little thinking from the outside-in?

Technology unlocks new capabilities that nobody asked for, but applied correctly can create value for users. This sounds easier than it is; designing successful tech products and services requires a unique approach. Through case studies, practical insights, examples, tips, and tools, readers will learn how to adopt a user-centered mindset and apply technologies in a meaningful way.

The book contains over 50 design strategies to design strong benefits and minimize the resistance people might have against new technologies. It is for innovators who want to do better and design products and services that make sense.

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August 2021
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ISBN 978906369614 6



Author

Deborah Nas is a well-known public speaker on innovation and technology. She is a professor of Strategic Design for Technology-based Innovation at the TU Delft, faculty of Industrial Design Engineering, and a visiting professor at the Polytechnic University of Milan.

She has over 25 years of hands-on experience, leading innovation projects at Heineken, Philips, ABN Amro, Vaillant, Leaseplan, governmental organizations, and many others. She also holds multiple board positions, for example a supervisory board position at Hardt Hyperloop, Europe's frontrunner in the development of a revolutionary and sustainable transportation system.

● Author is a highly successful keynote speaker on technology and innovation

● Author is a professor at two of the best technical universities in Europe (Delft and Milan) and will teach the content of this book at various European universities

● The book comes with free online tools

Great Leaders Mix and Match

Get Ready for the Future with the IdeaDJ Strategy

Great Leaders Mix and Match is a manifesto for more beautiful combinations in (business) life.

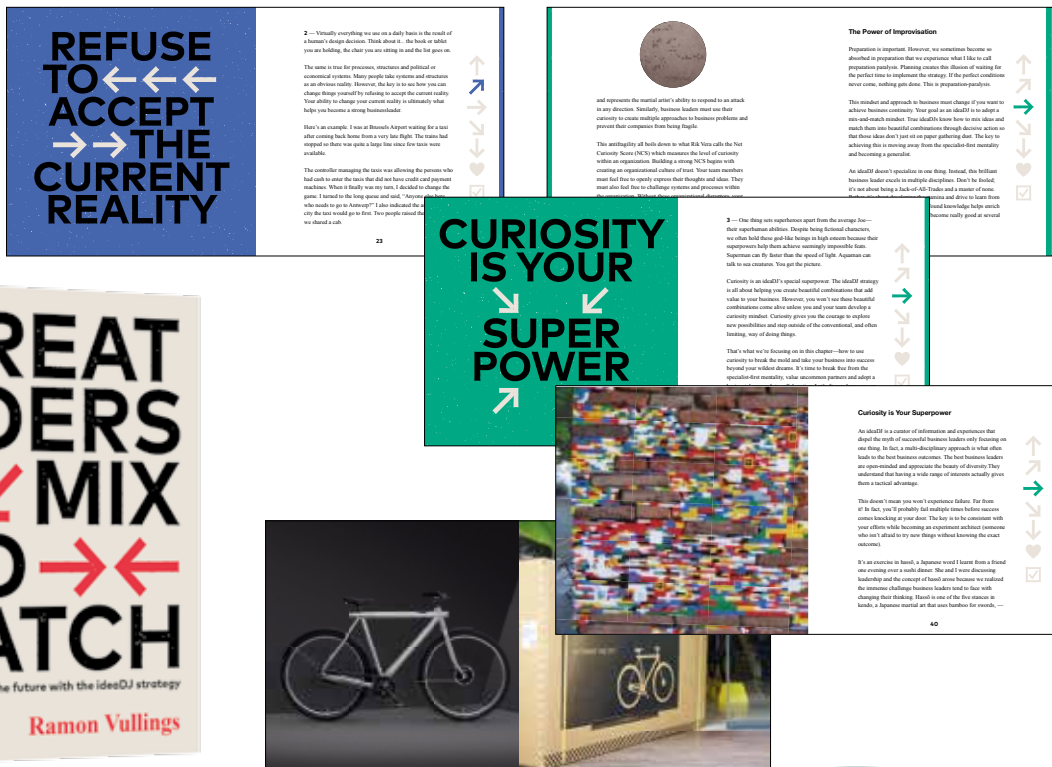
The world faces complex challenges and these can only be resolved by mixing and matching ideas. The beauty lies in the elegance of the solutions which actually make the (business) world a better place and how we are able to solve multiple challenges in one go. Think of new solutions for care: an elderly home, combined with children day care, and an animal farm, where all parties benefit from the combination. Or think of a waste incarnation plant which doubles as ski hill. These are real cases where the total (combination) is clearly more than the sum of its parts.

This book serves as a manual and toolbox and outlines how leaders can become 'ideaDJs'. A perfect ideaDJ mix consists of beauty, value and impact. By creating beauty, the solutions have more elegance in their implementation. It adds more value to all stakeholders, not just shareholders. And finally, the solutions create more sustainable and scalable impact.

Besides many exciting examples, this book contains a clear methodology and tool kits. The main focus is to help (business) leaders to change the mindset and attitude of the people around them.

Info

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 Paperback with Flaps
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Author

Ramon Vullings is a cross-industry innovation expert, author, engaging keynote speaker, and ideaDJ. He believes that complex challenges need elegant and combined solutions, so he helps business leaders with strategies, tools, and skills to look beyond the borders of their domain to transform their business in a smarter way.

Vullings has spoken about creativity and innovation in the digital age for organisations such as NASA, Rabobank, Nike, Volkswagen, TEDx, Siemens, PwC, FloraHolland, and Audi. Currently, he serves as a senior advisor for NASA's Cross-industry innovation efforts. Vullings has written 3 management books on business creativity and cross-industry innovation. He is also chairman of the (not for profit) European Association for Creativity & Innovation (EACI).

Related

Not Invented Here, page 29

Inspiration for Innovation, page 29

- Author is an acclaimed keynote speaker and has spoken at TEDx and NASA in Houston (USA)
- Vullings's previous book *Not Invented Here: Cross-Industry Innovation* has sold over 50K copies and is translated into 4 languages
- Author has 16K+ followers on LinkedIn

Brand Vision Cards

Brand Building Tool for Visionary and Strategic Thinking

The *Brand Vision Cards* are a brand building tool for visionary and strategic thinking designed to spark ideas and aid clarity. It is a playful and intuitive thinking tool designed to help you explore, discuss, and identify all the vital ingredients that you will need to define your vision.

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The *Brand Vision Cards* can be used by companies, designers, communication professionals, and facilitators. It is a tool for goal setting, vision statements, sharpening your USP, future innovation, or as inspiration. You can submerge yourself in some serious thinking or take the playful approach and consider your brand personality, values, beliefs, and path forward.

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Authors

Dorte Nielsen is a creativity expert, internationally published author, and keynote speaker based in Denmark. She is the founder of Center for Creative Thinking and the brand Creative Thinker. She has dedicated her life to help others become better creative thinkers.

Ingvar Jónsson is the Founder and CEO of Profectus Coaching House, an international coach school based in Iceland. He is an Internationally published author, edutainer, keynote speaker and a musician. He embodies a restless inner drive to inspire and create sustainable growth.

Related



The Secret of the Highly Creative Thinker, page 30

- Both authors are acclaimed keynote speakers
- In 2020 Ingvar was recognized as one of the 101 best coaches in the world
- Dorte was awarded the Alumni Achievement Award of the New York State University, she was also awarded the prestigious Creative Achievement Award at Creative Circle Award 2020

Offline Matters Cards: Truth or Dare? A Tool for Less-Digital Creativity

Do you dare to take an offline approach?
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Following *Offline Matters: The Less-Digital Guide to Creative Work* come the first two editions of accompanying cards: *Truth or Dare?* Like the much-loved classic game of Truth or Dare, these tools are designed to challenge creative minds into unfamiliar places of thinking.

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Author

Jess Henderson (pseu.) is a writer, researcher, theorist, creative strategist, and author of *Offline Matters: The Less Digital Guide to Creative Work* (2020). She is the founder of online magazine *No Fun and Outsider*—an insider-activist platform within the creative industries. Beginning as a subversive email newsletter in 2017, *Outsider* has grown to garner a cult-following around the world with its anonymous writings, research, publications, experimental workshops, and offline-only events.

Henderson is a fellow of the Institute of Network Cultures in Amsterdam and speaks about offline creativity around the world – including at NYCxDesign week, Parson's Strategic Design Conference, the DuPho Awards, and Us by Night Festival.

Related



Offline Matters
page 30

• Strong gift potential

- Based on *Offline Matters*, the book praised by major figures such as Douglas Rushkoff, Franco Berardi, and Oli Mould
- Author has a strong profile in both the creative industries and field of critical theory

My Icon Library

Build & Expand Your Own Visual Vocabulary

My Icon Library is an essential collection of impactful images that will empower you to embark on your own journey of visual thinking and storytelling. The collection consist of the most common, interesting, weird, and wonderful concepts created during the author's visual thinking workshops.

The concepts are grouped into themes that regularly crop up at the workshops such as 'finance', 'technology', 'innovation', 'way of working', and 'sales'. Consisting of several sections such as 'cost-cutting', 'co-creation', 'agile', 'data', 'customer segmentation', and 'idea generation'. This is not a definitive list: every story is different and has its own blend of icons and visuals.

My Icon Library is a source of inspiration and a go-to reference for whenever you need a visual that is a tad too complicated for your imagination or a Google Images search. It also works as a great companion to the author's other bestselling books: *Visual Thinking* and *Visual Doing*.

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August 2021
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Author

Willemien Brand has channeled her passion for drawing and design into her life's work. After graduating with distinction from the prestigious Design Academy Eindhoven, she became an award-winning industrial designer. In the late '90s she launched Buro BRAND, a Visual Communication agency harnessing the inventive energy of a team of visionaries who share her passion. Together, they shape ways of visualizing and simplifying complex processes, strategies, and information.

Related



Visual Thinking,
page 30



Visual Doing,
page 30

- This book is a 'must have' addition to the previous books and workbooks by Willemien Brand

- Shows a very broad list of themes and icons

- Author of bestsellers Visual Thinking and Visual Doing

Creative Thinker's Rethink Book

52 Exercises to Train Your Ability to See Connections Others Don't

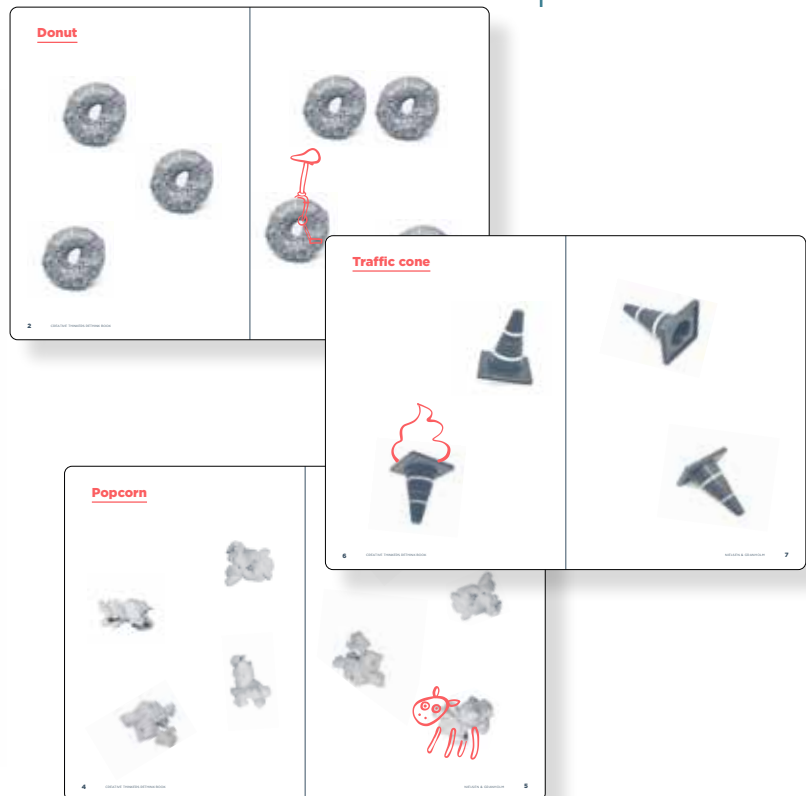
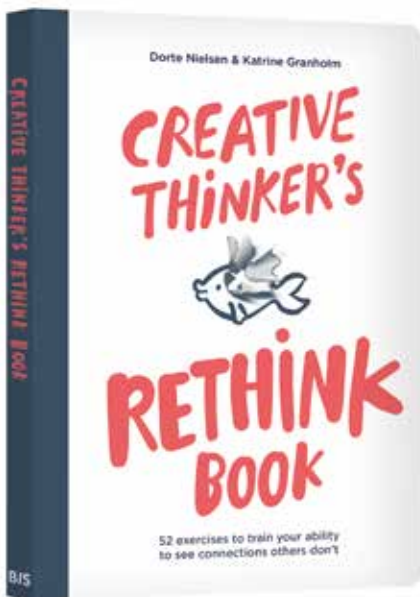
Highly creative thinkers are good at seeing connections. By enhancing your ability to see connections, you can enhance your creativity. Based on this observation, a solid theory, and the latest neuroscience, this exercise book is for people who want to become better creative thinkers.

Creative Thinker's Rethink Book trains your ability see and make connections – the underlying mechanism that helps you to think creatively. The exercises in this book force you to go beyond the obvious – to think and rethink – again and again. It is not a theory book. It is a hands-on exercise book to boost your creativity and innovative thinking. Working with these exercises will help you to come up with original thoughts, fresh ideas, and unexpected innovative solutions.

You can use this book as a creative morning booster, a warm-up before working creatively, for everyday creativity training, or just as a fun activity. The exercises can be used at home, at school, in the design studio, in the office, or in the agency. Creativity is for everybody!

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Authors

Dorte Nielsen is a creativity expert, internationally published author, and keynote speaker. She is the founder of Center for Creative Thinking and the brand Creative Thinker. She has dedicated her life to help others become better creative thinkers.

Katrine Granholm is an award winning concept maker with a MA in digital art from University of Arts London. She is the author several books, tools, and games. She is currently working at The Danish Broadcasting Corporation DR as the Digital Commissioning Editor for kids.

Related



The Secret of the Highly Creative Thinker, page 30



Creative Thinker's Exercise Book, page 30

- Part of The Creative Thinker series, which have already sold more than 50.000 copies
- Granholm and Nielsen have been recognized at Creative Circle Award for their Packaging Design and Editorial Design for Creative Thinker
- Both authors are acclaimed keynote speakers

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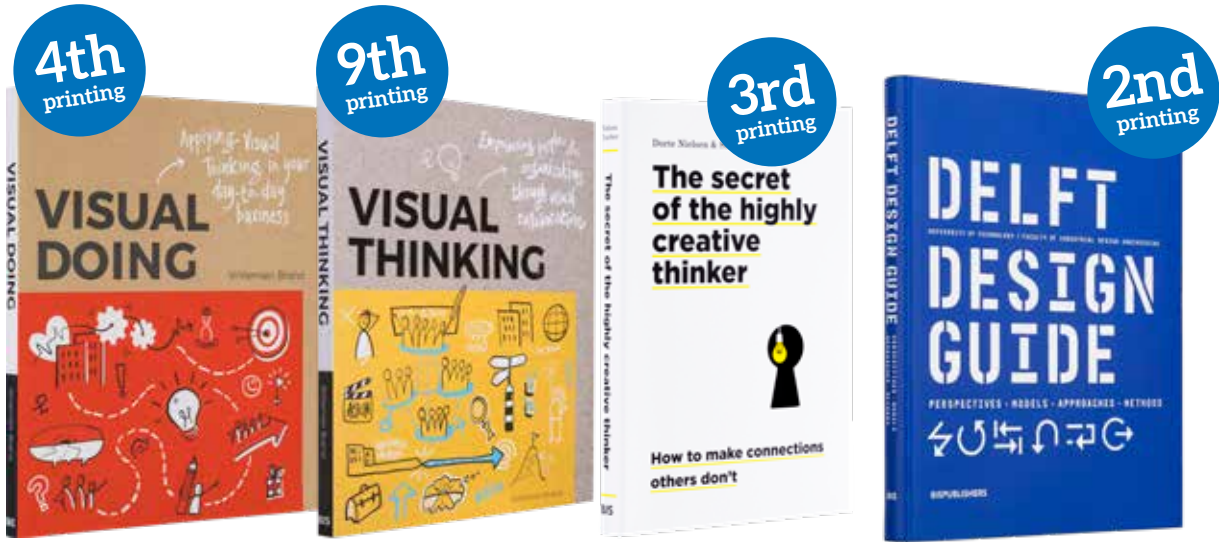
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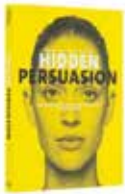
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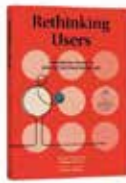
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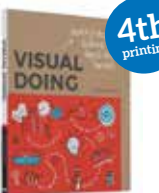
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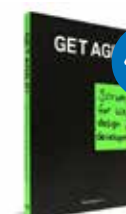
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