



1st ed. 2020, VIII, 310 p.

Printed book

Hardcover

119,99 € | £109.99 | \$149.99

^[1]128,39 € (D) | 131,99 € (A) | CHF
141,50

Softcover

84,99 € | £74.99 | \$109.99

^[1]90,94 € (D) | 93,49 € (A) | CHF
100,50

eBook

96,29 € | £87.50 | \$109.00

^[2]96,29 € (D) | 96,29 € (A) | CHF
113,00

Available from your library or
[springer.com/shop](https://www.springer.com/shop)

MyCopy ^[3]

Printed eBook for just

€ | \$ 24.99

[springer.com/mycopy](https://www.springer.com/mycopy)

Christoph Meinel, Larry Leifer (Eds.)

Design Thinking Research

Investigating Design Team Performance

Series: Understanding Innovation

- Based on scientific evidence from the Hasso Plattner Design Thinking Research Program
- Provides outlook on the emerging field of neurodesign research
- Highlights how design thinking can tap the potential of digital technologies in a human-centered way

Extensive research conducted by the Hasso Plattner Design Thinking Research Program at Stanford University in Palo Alto, California, USA, and the Hasso Plattner Institute in Potsdam, Germany, has yielded valuable insights on why and how design thinking works. The participating researchers have identified metrics, developed models, and conducted studies, which are featured in this book, and in the previous volumes of this series. Offering readers a closer look at design thinking, and its innovation processes and methods, this volume addresses the new and growing field of neurodesign, which applies insights from the neurosciences in order to improve design team performance. Thinking and devising innovations are inherently human activities – and so is design thinking. Accordingly, design thinking is not merely the result of special courses or of being gifted or trained: it is a way of dealing with our environment and improving techniques, technologies and life in general. As such, the research outcomes compiled in this book are intended to inform and provide inspiration for all those seeking to drive innovation – be they experienced design thinkers or newcomers.

Order online at [springer.com](https://www.springer.com) / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: customerservice@springernature.com. / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: customerservice@springernature.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.

