

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:**

**Autor:**

**Precio:** \$329.00

**Editorial:**

**Año:** 2005

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9780385512077

Kelley's latest builds on *The Art of Innovation*, which celebrated the work culture that distinguishes his high-profile, award-winning industrial design firm, IDEO. This book covers much of the same territory, but focuses on the type of worker and team-building rather than the work environment. The authors define 10 personas, including Anthropologists, who contribute insights by observing human behavior; Experimenters, who try new things; Hurdlers, who surmount obstacles; Collaborators, who bring people together and get things done; and Caregivers, who anticipate and meet customer needs. Like its predecessor, the book is breezy and well written, with plenty of self-promotion. Kelley and Littman weave classic and recent stories of business innovation, such as 3M's Scotch tape, Volvo's three-point seatbelts and Netflix's mail-in DVDs, with IDEO's own success stories with clients ranging from the Boston Beer Company, for whom IDEO designed a new Sam Adams tap handle, to Organ Recovery Systems, for whom IDEO helped develop ways to expedite kidney transport