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product or service, and that experience needs to be designed in order to ensure customer satisfaction, design thinking is the best way to design the experience because it always takes into account the human aspect of it as well as the relationship with the brand and the product or service." (Interviewee 1) Design-Thinking in Brand Management - PDF Free Download Design Thinking Integrating Innovation, Customer Experience, and Brand Value. Thomas Lockwood. ... Innovation By Design. 2017 Henry Fielding. 2013 Corporate Creativity. 2010 More ways to shop: Find an Apple Store or other retailer near you. Or call 1-800-MY-APPLE. Choose your country or region. Design Thinking on Apple Books Access Google

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