



## The Service Startup: Design Thinking Gets Lean

By Tenny Pinheiro

Eise, United States, 2014. Paperback. Book Condition: New. Lucas Toledo (illustrator). 3rd. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A practical guide to integrate Design Thinking and Lean Startup in the service era. Pinheiro will inspire you to think differently about business, design, education, and - perhaps most importantly - the way you work every day. - Kerry Bodine, co-author of Outside In: The Power of Putting Customers at the Center of Your Business In this book, Tenny offers some extremely valid and hard-hitting criticism regarding the ideals surrounding the dictate of building a Minimum Viable Product. Agreed on many fronts but I found his reinvention of these principles when applied to the service industry to be extremely insightful. The concept of a Minimum Valuable Service is unique, new and sets goals intended to deliver maximum value with measurable results. This is a must read for anyone in the global innovation economy. - Rick Rasmussen, NestGSV. International Business development. This book is a practical guide that explores how startup entrepreneurs and business leaders, who hold no Design degrees, can integrate Service Design into their development cycles in order to create sustainable, desirable and profitable...

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