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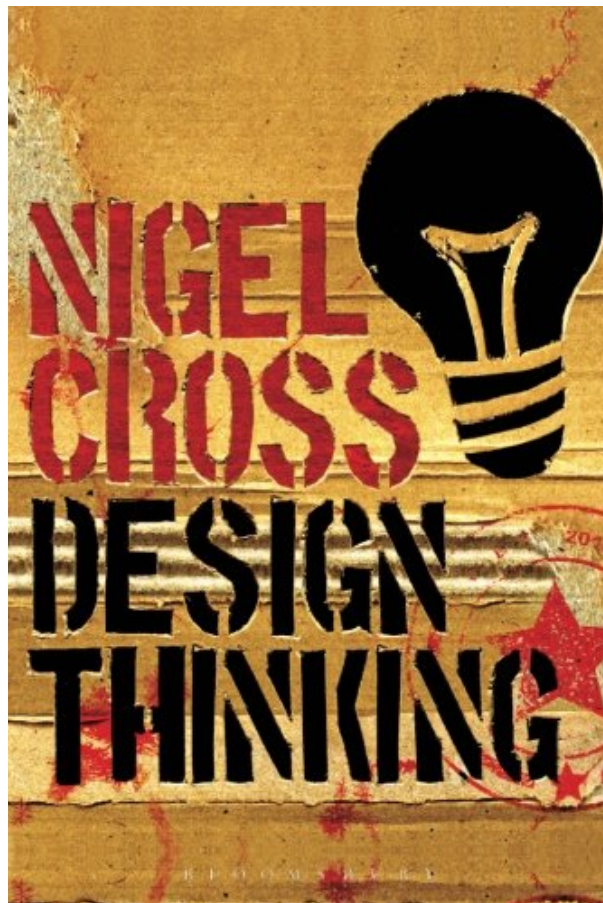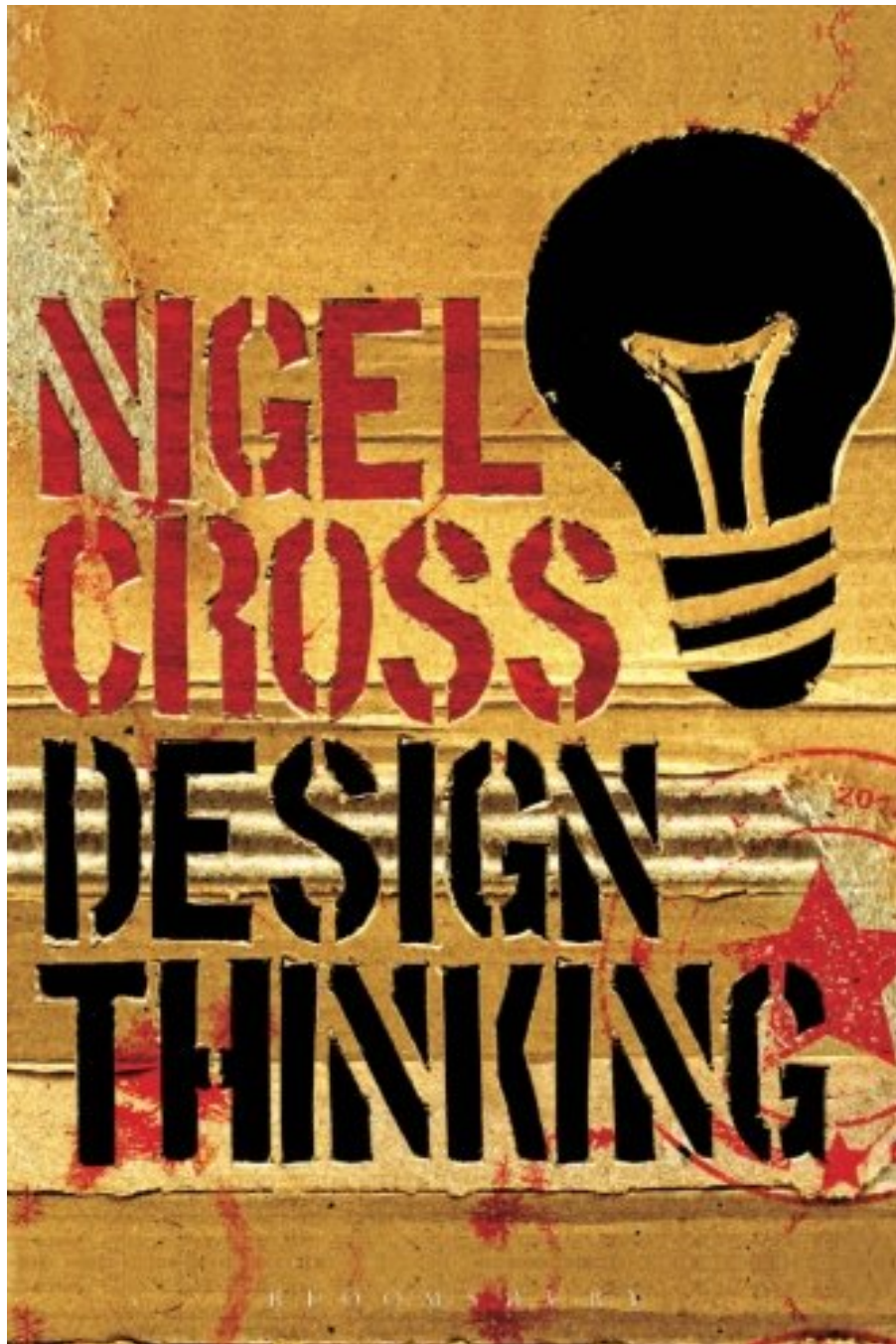

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Review

"Nigel Cross is widely recognised as the leading figure of his generation in design research. In this book he has produced an accessible, lucid and authoritative description of designers' thought processes and strategies, which is essential reading for understanding design." ?Michael Tovey, Coventry University

"Mixing analysis with case studies, Nigel Cross provides a succinct introduction to 'design thinking'. His message-- that creativity can be taught, nurtured and developed--should empower even the most elementary design students." ?Elizabeth Guffey, Purchase College

"This book proves that Nigel Cross is truly one of the leading thinkers who are working hard to establish the body of knowledge for design." ?Lee Kun-Pyo, Korea Advanced Institute of Science and Technology

About the Author

Nigel Cross is Emeritus Professor of Design Studies, Open University, UK. He has vast experience as a design teacher and an international reputation as a design scholar through books such as Designerly Ways of Knowing and Analysing Design Activity, and editorship of the leading research journal Design Studies.

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Design thinking is the core creative process for any designer; this book explores and explains this apparently mysterious "design ability." Focusing on what designers do when they design, Design Thinking is structured around a series of in-depth case studies of outstanding and expert designers at work, interwoven with overviews and analyses. The range covered reflects the breadth of design, from hardware and software design, to architecture and Formula One. The book offers new insights and understanding of design thinking, based on evidence from observation and investigation of design practice. Author Nigel Cross, considered one of design's most influential thinkers, goes to the heart of what it means to think and work as a designer. The book is an ideal guide for anyone who wants to be a designer or to know how good designers work in the field of contemporary design.

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