CONTENTS

1	Introduction	1
	But What Is Design Thinking?	3
	Design Thinking: The Legend	5
	Design Thinking Exists!	7
	Following the Design Thinkers	7
	Practice Theory and Praxeologizing As Method	9
	Contra the Reductionism of Practice Theory	11
	References	13
2	The Temporality of Design Thinking	17
	Time Pressure	20
	Timeboxing and the Logic of Iteration	23
	Time Shortage	30
	Interim Reflections, Take One	33
	Empathy As Methodology	36
	References	42
3	The Materiality of Design Thinking	45
	Design Thinking As Laboratory Practice	47
	Translating People into Paper	49
	Design Thinking Creates Problems	54
	Covering the Tracks	58
	Design Thinking As Pure Development Process	59
		~ /

	Method As Tool	64
	Interim Reflections, Take Two	70
	References	78
		00
4	Design Thinking and the New Spirit of Capitalism	83
	User-Friendliness As a Promise of Authenticity	86
	Design Thinking As Emancipated Work	89
	References	97
5	Conclusion	99
	So What Now?	102
	References	103
	st particular onto itself. It Genyes howy Euglish, and some of	
In	dex	105
m		103