

Contents

	Introduction	vii
CHAPTER 1:	The Experience Is the Product	1
CHAPTER 2:	Experience as Strategy	15
CHAPTER 3:	New Ways of Understanding People.	35
CHAPTER 4:	Capturing Complexity, Building Empathy	59
CHAPTER 5:	Stop Designing “Products”	79
CHAPTER 6:	The Design Competency.	103
CHAPTER 7:	The Agile Approach	151
CHAPTER 8:	An Uncertain World	173
	Bibliography	179
	Index	183