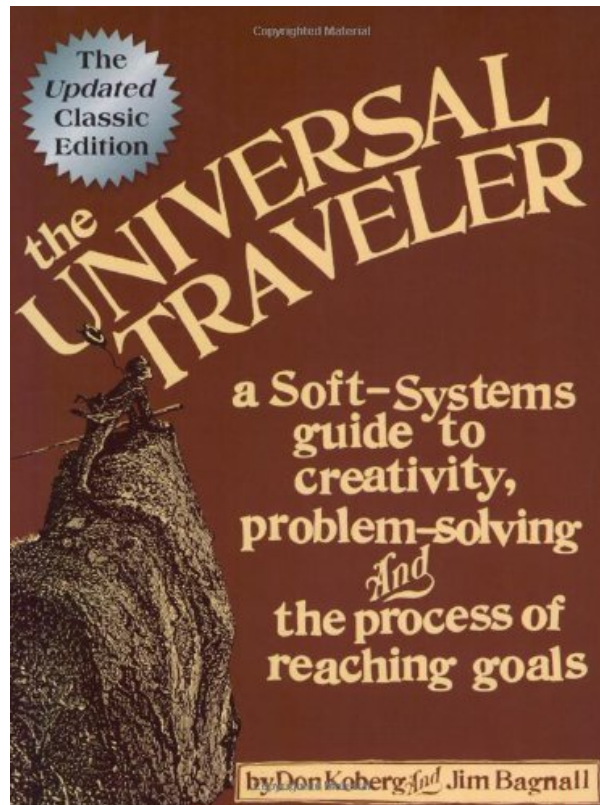
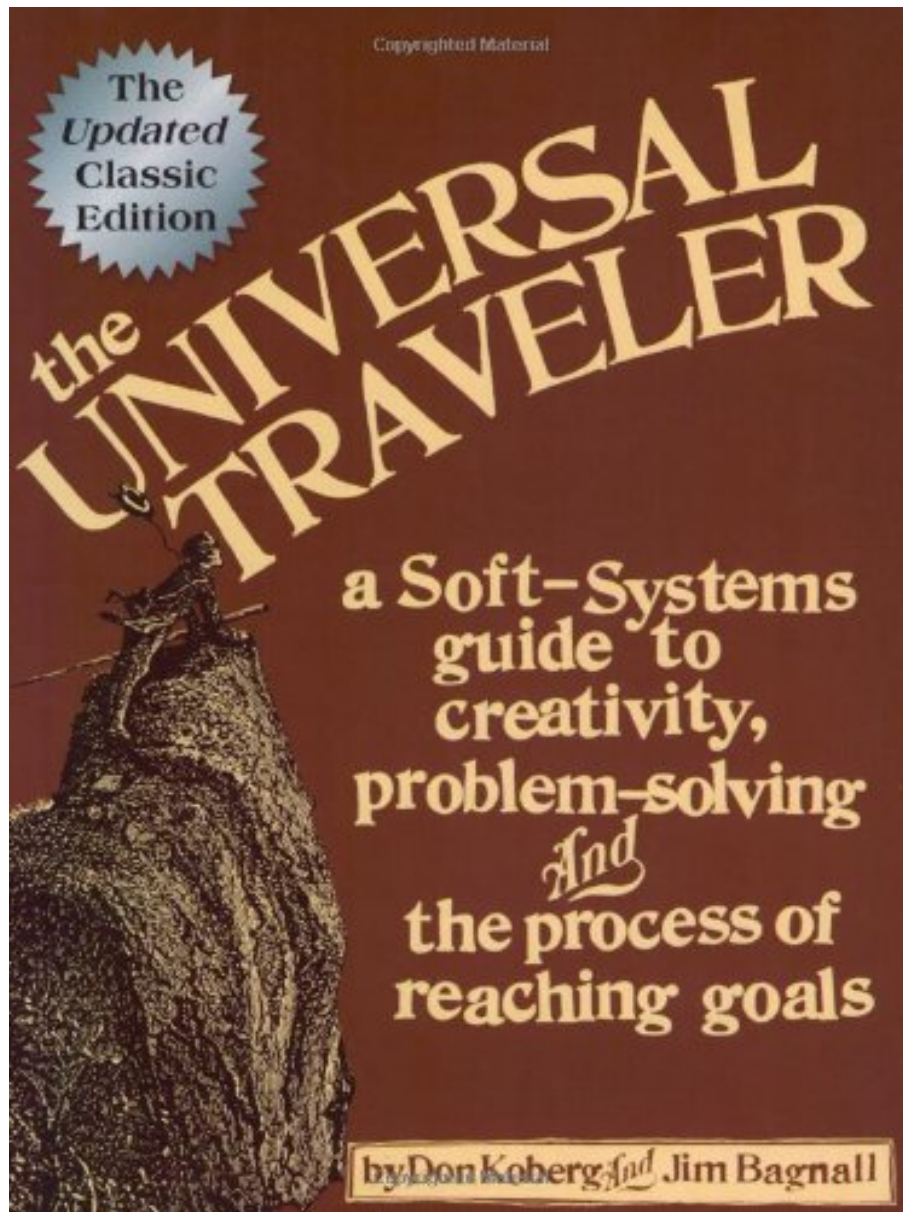


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- Dimensions: 11.00" h x 8.50" w x .30" l, .75 pounds
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Literally Life Changing

By Michael Dougherty

I rate this in the top 3 books I have ever read. I ran across this as graduate assistant and taught problem solving class structured around it. The design process it teaches underpins all human endeavors. It is useful to think of everything in our culture as a design, i.e., a response to a problem, a solution. Our task in innovation is to manage cycles of creation and destruction, the warp and woof of adaptation and innovation. In my mind, this book has no peer in empowering one to navigate this space.

If I controlled the world, design process would be taught right along side of reading, writing, math and science. Design is the overarching, integrative, unifying thought process needed to plow through the many muddles of our contemporary era. We don't need ideology, we need design methodology (for everyone).

Read this book and take it seriously. Apply it to your life and profession. It will open your eyes to new possibilities, and empower you to find an approach to difficult challenges. You will no longer think in nouns, but more in verbs. There are no solutions, only solutioning. Understanding this is liberating.

This book, if you really get it, is tranformational. When I taught these methods, the "A" students rebelled, wanting me to provide the same old fixed star answers so that they might report them back to me on tests. The smartest students, not "A" students, were ignited by the prospect of "answering", rather than being furnished the answers. Design process is the management of "answering", while understanding that the answers will never be perfect and must be tuned and tinkered along the way.

Become a life designer, not a solution subscriber. Get this book. It has been pivotal in my life. Perhaps the most important book I ever read. Teach it to your children and grandchildren. Use this design approach to

manage change and find solutions. It works.

6 of 6 people found the following review helpful.

A must have.

By S\_Bali

While there are many reviews on this book already, Here are my two cents.

The Universal traveller is a book about ways and methods to get inspired, How to turn inspiration into idea's, and how to then moake those ideas a reality. It even goes beyond that, its kind of a 'design process for life' book.

This book is a must read for you if you want to stimulate your mind, it doesnt matter who you are or what you may be doing, this book has something for you.A must read for Design students in particular, if possible get your own copy.

If there is one book I would reccomend to anyone in the field of problem solving (we all are in some way), then this would be it.

2 of 2 people found the following review helpful.

Its influence is still felt in my life

By Nenad Stevanovic

All people have problems in life that should be solved. But most of us have an intuitive approach to solving the problem and neglecting the analytical component that is perhaps most important to carefully approaching the problem. This book is intended to help us in this way. The book is written in an innovative way, and printed in an unusual format that is very suitable for its content.

I read it for more than four years (now read it again), and still think this is one of the most useful books I've read.

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