



Advanced Imagineering

Designing Innovation as Collective Creation

Edited by Diane Nijs, Breda University of Applied Sciences, the Netherlands

Articulating and illustrating how experience design can unlock experience innovation, this book offers a fresh perspective on effectuating corporate, public, social and whole system innovation by design. The book makes several contributions to the fields of innovation and design thinking by taking complexity science as its scientific point of reference. As such this is a highly provocative book for scholars, practitioners and students in the field of change and innovation.

'Diane Nijs's development of Imagineering is at the forefront of innovation research. It is both daringly original and eminently applicable. It is a major contribution to the scholarly literature on innovation as well as for practitioners who want to develop a deeper understanding and appreciation of the theory and practice of innovation.'

– Alfonso Montuori, California Institute of Integral Studies, US

'Evolution does not just happen, it can be designed by the Imagineering approach as Diane Nijs and colleagues set out in this groundbreaking new book. Finding the right language to kindle inspiration and pro-active creativity can lead to a new self-organised sustainable yet dynamic state. This book argues that we can make people-led changes to society at a high systemic level to advance in desirable new directions.'

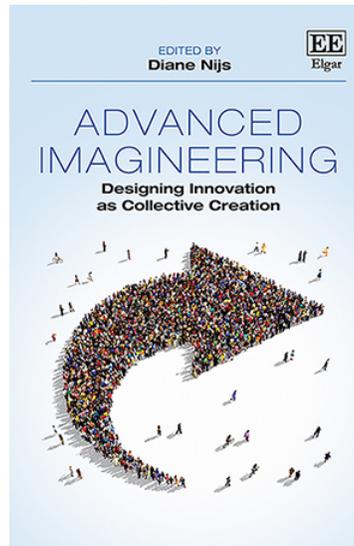
– Ir. M.A. Voûte, Delft University of Technology, the Netherlands

'Design, innovation and co-creation are espoused by many executives and policy makers, but rather difficult to accomplish in practice. Advanced Imagineering shows how a mechanical view of the world locks executives and politicians into a "hyper-simplification" that makes them blind to the complexity of reality. This book presents a highly useful roadmap for "innovation as collective creation", illustrated with many cases. A must-read for those facing fuzzy challenges that require collective action.'

– Georges Romme, Eindhoven University of Technology, the Netherlands

'Advanced Imagineering innovates the concept of innovation itself. It's a must-read for anyone who wants the latest theory, insights, and tools for leading collaborative transformation in today's disruptive world.'

– Soren Kaplan, University of Southern California, US



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