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SDGC18 | Jakob  
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Marc Stickdorn and  
editor Jakob  
Schneider What is  
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UX vs. Service

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Thinking How To

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Journey Map Service

Design 101 User

Experience Design

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what's the

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create a customer

journey map 4

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~~Blueprinting~~

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~~Service Design. Is~~

~~there difference?!~~

~~[CU2013] Marc~~

~~Stickdorn: Service~~

~~Design Thinking What~~

~~is Service Design?~~

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~~Why every company  
is already doing  
service design without  
knowing it / Mauricio~~

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Design? *The Best*~~

~~*Way to Explain*~~

~~*Service Design / Chris*~~

~~*Do This Is Service*~~

~~*Design Doing*~~

~~Service Design~~

~~(Thinking), applied A~~

~~comprehensive~~

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Service Design  
Doing Applying  
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And Design  
Thinking In The  
Real World

resource set, clearly presented in one book. Whether you work in a corporation, a government, an SME or a start-up, this book contains everything you need to improve – or revolutionize – the products and services you offer.

*This is Service Design*

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*Doing — Book / School  
/ Methods*

This Is Service

Design Doing: Using

Research and

Customer Journey

Maps to Create

Successful Services:

Applying Service

Design Thinking in the

Real World

Paperback – 1 Aug.

2016 by Marc

Stickdorn (Author)

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*This Is Service*

*Design Doing: Using*

*Research and*

*Customer ...*

The book is a follow  
up from *This is*

*Service Design*

*Thinking* (Stickdorn

and Schnieder) and

delivers a practical

framework for those

looking to implement

*Service Design in*

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their organisations.

The new book does not replace the old one, nor is the earlier a prerequisite.

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*Design Doing:*

*Applying Service*

*Design ...*

EXECUTIVE

SCHOOL PROGRAM

'THIS IS SERVICE

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Monday 13:00 hr  
Check-in & Lunch  
14:00 hr Welcome  
Service introduction 16:00  
hr Presentation:  
Service Design  
Basics 16:00 hr  
Introduction to  
Service Design  
challenge and work  
groups 17:00 hr  
Design research &  
planning 19:30 hr Get-  
together with light



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dinner and drinks  
20:00 hr End of Day 1

Doing Applying  
...  
Service Design

*Executive School*

*'This is Service  
Thinking in The  
Design Doing' May  
2021 ...*

This is the first  
comprehensive book  
on how to actually do  
service design to  
improve the quality  
and the interaction

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between service  
providers and ...

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*Doing -*

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Doing: Essentials

ONLINE is a

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design process,

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a service-based  
economy. 1.7 billion  
people work in service  
platforms.

And Design

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Doing / Essentials  
(October) — This ...*

Service design  
thinking - or whatever  
you might call what  
you're doing -  
provides a consistent  
model and toolset for

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accomplishing this.

Doing Applying

*This Is Service  
Design Doing:*

*Applying Service*

*Design ...*

This is Service Design

Doing is a

comprehensive 5-day

course on service

design process,

methods, and

facilitation for

executives striving to

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create or improve  
customer experiences  
and integrate service  
design in their  
organisation. It is led  
by Marc Stickdorn,  
editor of *This is  
Service Design  
Thinking*, and by  
Markus Hormess and  
Adam Lawrence ...

*this is service design  
doing - Home*

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This is Service Design

Doing was written as  
a collaborative book.

Its four primary

authors Marc

Stickdorn, Adam

Lawrence, Marckus

Hormess and Jakob

Schneider are

recognised experts in

the field. Other

contributors from

across different

industries also helped

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by writing excerpts and  
in some cases  
chapters.

*Amazon.com: This Is  
Service Design Doing:  
Applying Service ...*

This is Service Design  
Doing was written as  
a collaborative book.

Its four primary  
authors Marc  
Stickdorn, Adam  
Lawrence, Marckus

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Hormess and Jakob Schneider are recognised experts in the field. Other contributors from across different industries also helped by writing excerpts and in some cases chapters.

*Book review: This is Service Design Doing - Enterprise Times*

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This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service

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Service Design  
And Design  
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Real World

design methods,  
implement concepts  
in reality, and embed  
service design  
successfully in an  
organization.

*This Is Service  
Design Doing [Book] -  
O'Reilly Media*

This is the first  
comprehensive book  
on how to actually do  
service design to

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improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design

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Successfully in an  
organization.

Doing Applying

Service Design

*This is Service Design*

*Doing door Marc*

*Stinkdorn ...*

This is the first

comprehensive book

on how to actually do

service design to

improve the quality

and the interaction

between service

providers and

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customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization.

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*Doing : Adam*

*Lawrence :*

*9781491927182*

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*Marc Stickdorn*

PERO, la 2a parte (Service Doing) es mucho más práctico! Siendo sincero, Service Design Thinking me encantó,

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y me permitió aprender. Pero cuando me llegó "Service Doing", me quedé enamorado del 2º, y de repente el primero me pareció menos interesante.

*This Is Service  
Design Thinking:  
Amazon.co.uk: Mark*

...

In this book, you'll

*Page 32/38*



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find 54 hands-on descriptions that help you DO the key methods used in service design. These methods include instructions, guidelines, and tips-and-tricks for activities within research, ideation, prototyping, and facilitation. This is the print version of the method companion to

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the book This Is Service Design Doing (TiSDD). It includes the same content that you can find free on the book website, [tisdd.com](http://tisdd.com), but nicely revisualized and presented in a professional ...

*This Is Service  
Design Methods: A  
Companion to This Is*

*Page 34/38*

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2. *What is Service  
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Join fascinating  
colleagues from all  
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#servicedesign  
research, ideation,  
implementation and

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facilitation over 5 days in this amazing city. The school is led by Marc Stickdorn (This is Service Design And Service Design Thinking), Markus Edgar Hormess and Adam StJohn Lawrence (both Global Service Jam).

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