



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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Resources 1

This is Service Design Thinking

This is Service Design Doing

This is Service Design Methods

– Marc Stickdorn+

Service Design – Andy Polaine+

Service Innovation Handbook – Lucy Kimbell

Good Services – Lou Downe

The Service Organization – Kate Tarling

Multiplied – Ben Holliday

Platformland – Richard Pope





Resources 2

The Lean Toolbox – John Bicheno

HBR's 10 Must Reads on Design Thinking

Rebel Ideas – Matthew Syed

Value Proposition Design – Alex Osterwalder+

Out of The Crisis – W. Edwards Deming

www.designkit.org – IDEO

Design Thinking Manga – Ade-Lee Adebisi+

The Design Thinking Toolbox – Michael Lewrick+

Innovating for People – LUMA Institute



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