



60 minutes.

Davis, Katie (1959-)
pro
Rose, Charlie.
rpt

Columbia Broadcasting System,
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Television news programs.

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Téléjournaux.

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January 4, 2013 - The term 'design thinking' refers to incorporating human behavior into design. David Kelley and his Silicon Valley company IDEO have used this approach to create some of the world's most iconic products, including the computer mouse for Apple. Charlie Rose reports

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