



## 60 minutes.

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

Columbia Broadcasting System,  
2013

Online media

Television news programs.

Television news programs.

Téléjournaux.

Material Projectable

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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**Título:** 60 minutes. Design thinking produced by Katherine Davis

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**Nota general:** Title from resource description page (viewed Feb. 9, 2015)

**Lengua:** In English

**Materia Nombre:** Kelley, David 1951-)

**Materia Entidad:** IDEO (Firm) IDEO (Firm)

**Materia:** Creative ability in business Créativité dans les affaires Creative ability in business.

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**Entidades:** CBS News. prn

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