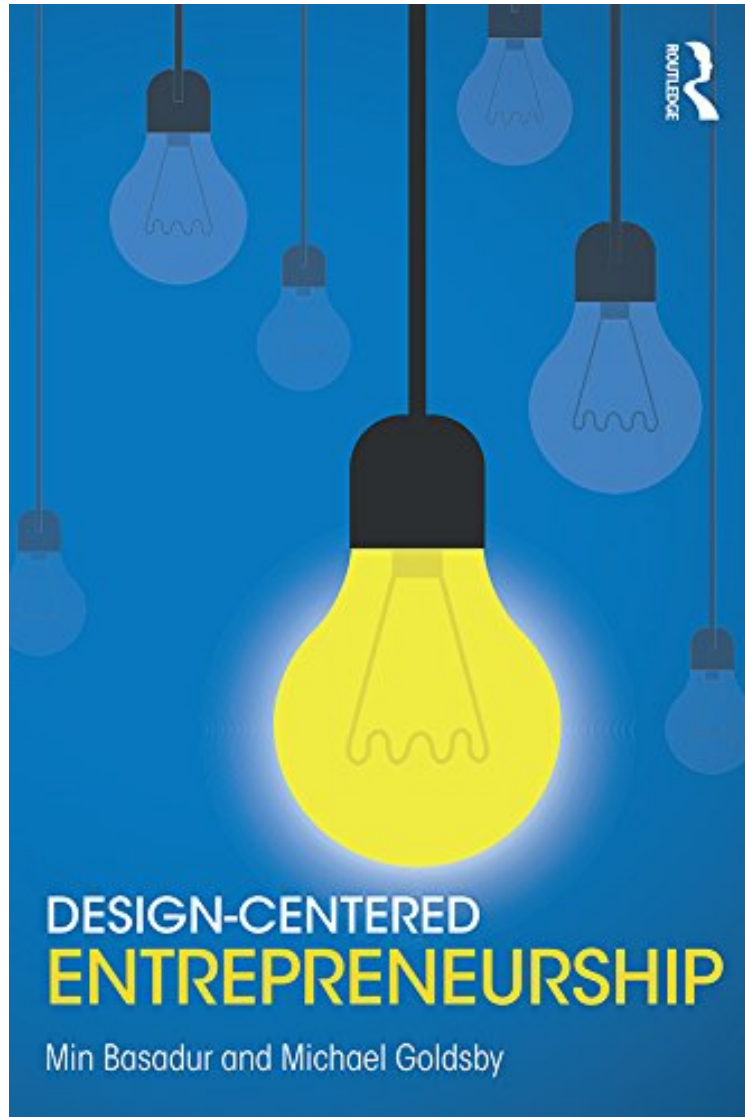


## Design-Centered Entrepreneurship

*Min Basadur, Michael Goldsby*  
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**Min Basadur, Michael Goldsby : Design-Centered Entrepreneurship** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design-Centered Entrepreneurship:

Supported by extensive research and field-testing, Design-Centered Entrepreneurship presents a concise, problem-solving approach to developing a unique business concept. Step-by-step guidelines provide insight into exploring market problem spaces, uncovering overlooked opportunities, reframing customer problems, and creating business solutions. Basadur and Goldsby present students with a creative and practical approach to problem finding, perception,

organizational culture, and ethics in the entrepreneurial field. Plenty of useful diagrams help to organize key concepts, making them easily accessible to readers. Drawing on methodologies from the design field, the book will help students of entrepreneurship fill in the missing piece that transforms opportunity recognition into a viable business concept. Additional support for students and instructors, including a virtual Creative Problem Solving Profile, can be found at [www.basadurprofile.com/](http://www.basadurprofile.com/).

"An old adage reads, 'give a man a fish, feed him for a day; teach him how to fish, feed him for a lifetime.' With these words in mind, Goldsby and Basadur go beyond traditional entrepreneurship texts, not only providing information to the reader, but drawing from design theory to teach the aspiring entrepreneur how to recognize a legitimate opportunity and develop it into a viable business concept." Christopher P. Neck, Arizona State University, USA "Basadur and Goldsby provide all of us with the tools to be 'creative.' In an increasingly complex world, it is more important than ever to truly understand the problem before coming up with knee-jerk solutions. If you want to confidently solve complex problems in emotionally charged environments, read Design-Centred Entrepreneurship." Paul Heinrich, President and CEO, North Bay Regional Health Centre, Canada "Goldsby and Basadur offer hope that entrepreneurs can cleanly navigate the mire created from having too much information with too little time to make good decisions. Their innovation process is not only easy to use, but it allows me to be consistent and effective in my approach to driving organizations forward." Shawn A. Noble, Lenovo, USA "I believe that this book charts a path to entrepreneurial success. Its value lies in starting before the big idea that many aspiring entrepreneurs feel they need to begin. By quickly dismissing the necessity of beginning with a fully realized 'game changing' idea in the first chapter, it sets the reader at ease and plants the notion that entrepreneurship is actually possible for them. From there it lays out a reasonable, doable, systematic path forward towards entrepreneurial success that is applicable across various fields, industries, and personal situations. I highly recommend this book to anyone wishing to begin or accelerate their entrepreneurial career." Thomas E. Nelson, University of Cincinnati, USA "Only firms that recognize that innovation begins with a problem, and utilize this approach to empower their teams to develop thoughtful, creative, and timely solutions are truly positioned for long-term success in the new manufacturing sector. I first learned of Minns' approach to problem solving some 25 years ago and having worked with it over this time. It is a critical tool enabling our survival and success and I would encourage anyone committed to building a world class organization to familiarize themselves with Goldsby and Basadur's methodologies and empower their teams through its use." Jim Campbell, President, Adventec Manufacturing Inc., Canada "The collaborative design processes and problem-finding skills this book teaches are fundamental to creating new value. Even if you skillfully apply Lean Startup methods, learning the framework in Design-Centered Entrepreneurship will amplify your entrepreneurial effectiveness." Kate Hammer, Co-founder, KILN, USA About the Author Min Basadur is Professor Emeritus of Innovation at McMaster University, Canada, and founder of Basadur Applied Creativity. Michael Goldsby is the Stoops Distinguished Professor of Entrepreneurship and Executive Director of the Entrepreneurship Center at Ball State University, USA.