

This is Service Design Thinking: Basics, Tools, Cases By Marc Stickdorn (com) is co founder of Destirable a consultancy specializing in service design for tourism and lectures around the world at business and design schools: **This is Service Design thinkingwise** He is a professor at the Management Center Innsbruck in Austria where he lectures on service design and service innovation: **Service design and design thinking** His main areas of interest are service design and strategic marketing management particularly in a tourism context, **EBook This is Service Design thinking ai** Jakob Schneider (Germany) is a graphic designer based in Germany. **Service design and design thinking** This is Service Design Thinking: Basics Tools Cases



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Marc Stickdorn (Austria; ; [www.destinable.com](http://www.destinable.com))