

**Aufgabe 23-507**

Trend research identified “Design Thinking” as one of the relevant global trends, particularly in innovation management. As a result, the management plan to implement “Design Thinking” as a higher level strategic functional area in ABC Produktions-GmbH.

- a) **Explain three success factors for an effective implementation of “Design Thinking”.  
(6 P)**
  
- b) **Define two principles regarding “Design Thinking” as a strategic functional area.  
(2 P)**