



NOTES

These are rough, subjective judgments that help me look at the landscape. You may have other ideas about who belongs where – go ahead and share.

Also, to keep things manageable, I only used consultants – there are many savvy organizations, from FedEx to P&G to Rotman Business School that are pushing the boundaries of business and design.

A
Business Design Players

B
Management Consulting

C
Not looking at Business+Design, Systems Integrators, IT Shops

D
Agencies, Consumer Research, Customer Experience Firms