ERRATA

Here is a list of typos and mistakes we found so far in the book. Please help us to continuously develop this list, so we can correct them for the next print run. After all, it’s still about iterations and co-creation. ;)

Hardcover, 1st print run
December 2010

Page 31 — Quote from Stefan Moritz: There is a lower case “w” in front of the last sentence and a full stop missing.

Page 98 — Text: Roger Martin is the dean of the Rotman Business School, not Rodman.
Thanks, @dave_a_cameron

Page 125 — Caption: It says “Suiggle” instead of “Squiggle”.

Page 206 — Visualisation: The box „Create a marketing plan“ misses an e and thus reads „Creat“. Thanks, @dave_a_cameron

Page 218 — Intro: The text is the same as the intro to the second part on page 120. It should be: „The following five cases exemplify differing processes and approaches of designing services in practice. The examples (intentionally) range from private to public services, from company internal to external projects and from small to large scale ventures in order to demonstrate various capabilities of service design thinking. How does your process look like?“.

Page 267 — Navigation: The navigation on the top right should be like the following pages.

Page 270 — Navigation: The navigation on the top right should be like the previous pages.

Page 380 — Imprint: The email address marcstickdorn@googlemail.com belongs to someone else! Someone we don’t know and someone who doesn’t react on our mails.

So, please do not send enormous amounts of money via paypal to this address unless you want to place a large bet on karma. ;) It should be marc@tisdt.com. And yes, an email is good enough.

Hardcover, 2nd print run
March 2011

Page 98 — Text: Roger Martin is the dean of the Rotman Business School, not Rodman.
Thanks, @dave_a_cameron

Page 206 — Visualisation: The box „Create a marketing plan“ misses an e and thus reads „Creat“. Thanks, @dave_a_cameron

Page 218 — Intro: The text is the same as the intro to the second part on page 120. It should be: „The following five cases exemplify differing processes and approaches of designing services in practice. The examples (intentionally) range from private to public services, from company internal to external projects and from small to large scale ventures in order to demonstrate various capabilities of service design thinking. How does your process look like?“.

Paperback, European Edition
by BIS Publishers, 1st print run
December 2011

Page 98 — Text: Roger Martin is the dean of the Rotman Business School, not Rodman.
Thanks, @dave_a_cameron

Page 206 — Visualisation: The box „Create a marketing plan“ misses an e and thus reads „Creat“. Thanks, @dave_a_cameron
ERRATA

Paperback, American Edition by Wiley, 1st print run (January 2012)

Page 98 — Text: Roger Martin is the dean of the Rotman Business School, not Rodman.
Thanks, @dave_a_cameron

Page 206 — Visualisation: The box „Create a marketing plan“ misses an e and thus reads „Creat“. Thanks, @dave_a_cameron

Page 218 — Intro: The text is the same as the intro to the second part on page 120. It should be: „The following five cases exemplify differing processes and approaches of designing services in practice. The examples (intentionally) range from private to public services, from company internal to external projects and from small to large scale ventures in order to demonstrate various capabilities of service design thinking. How does your process look like?“.

Many thanks for your understanding!
Marc & Jakob

Fine Print

Concept & Design
Jakob Schneider & Marc Stickdorn

Web Development
Klaus Schwarzenberger

Online contact
Jakob Schneider: jakob@tisdt.com / @jakoblies
Marc Stickdorn: marc@tisdt.com / @MrStickdorn

Offline contact
smaply gmbh
Leopoldstraße 24
6020 Innsbruck, Austria
mail@smaply.com

Disclaimer
All content on our website is assembled and tested carefully. A liability or guarantee of accuracy, completeness and timeliness will be declined. This also applies for all other hyperlinked sites. We are not responsible for the content of hyperlinked websites. We preserve the right to update, change or add information or data.
Copyright

The structure and all content of this website is copyrighted by Jakob Schneider & Marc Stickdorn. Reproduction of information or data, especially the use of text, pictures or programming code in external documents or websites requires our affirmation.