

# 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**

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**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 279** — 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**

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

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

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**Many thanks for your understanding!**  
Marc & Jakob

## Fine Print

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