

**Design thinking as a tool to teach experience marketing**

**Leppiman, Anu; Kukk, Jana** Rethinking Entrepreneurship : Challenges for Management Education in Rising Economies : proceedings of the 25th CEEMAN Annual Conference, 20-22 September 2017, Hangzhou, China 2017 / p. 72-73 : ill  
<http://www.ceeman.org/docs/default-source/cac-2017/proceedings-of-the-25th-ceeman-annual-conference.pdf?sfvrsn=0>