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*She Ji* is a peer-reviewed, trans-disciplinary design journal with a focus on economics and innovation, design process and design thinking. *She Ji* is fully open access. Our mission is to enable design innovation in industry, business, non-profit services, and government through economic and social value creation. Innovation requires integrating ideas, economics, and technology to create new knowledge at the intersection of different fields. *She Ji* provides a unique forum for such inquiry.

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