



A Fine Line: How Design Strategies Are Shaping the Future of Business

By Hartmut Esslinger

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. For the first time, Hartmut Esslinger, internationally acclaimed designer and founder of frog design, inc., reveals the secrets to better business through better design. Having spent 40 years helping build the world's most recognizable brands, Esslinger shows how business leaders and designers can join forces to build creative strategies that will ensure a more profitable and sustainable future. A Fine Line shares the amazing story of Esslinger's transformation from industrial design wunderkind to a global innovation powerhouse, while detailing the very real challenges facing businesses in the new global economy. Offering companies far more than a temporary innovation booster, Esslinger shows how he and frog build creative design into the framework of an organization's competitive strategy, the same approach that has worked so well for leading edge companies such as Sony, Louis Vuitton, Lufthansa, Disney, Hewlett-Packard, SAP, Microsoft, and Apple. Offering a step-by-step overview of the innovation process from targeting goals to shepherding new products and services to the marketplace Esslinger reveals how to arrive at a design that reflects an intensely human experience and will...



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