

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 worlds 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 Esslingers 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 organizations 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 connect strongly with consumers. With Esslingers unique perspective, rich stories, and global mindset, A Fine Line explores business solutions that are environmentally sustainable and contribute to the future of a thriving and lasting global economy. The blending of design and business intelligence holds the key for shaping a sustainable competitive advantage in the rapidly evolving creative economy. A Fine Line equips business leaders with the necessary tools to thrive in tomorrows world.

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