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

*Hartmut Esslinger*

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**Hartmut Esslinger : A Fine Line: How Design Strategies Are Shaping the Future of Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised A Fine Line: How Design Strategies Are Shaping the Future of Business:

10 of 10 people found the following review helpful. MORE BUSINESS THAN DESIGN By Eduardo The book is more focused on why Frog is so great and how they managed to get some of their accounts. I thought I could get a glimpse of where they got their inspiration and how they turned it into products that sell, but there was none of that. I admire

the author's success, and even though he tries to open up and show you how he did it, the book is more about business than design. 2 of 2 people found the following review helpful. Insightful By JF Marti I really liked "A fine line". Hartmut Esslinger shares his experience and insights gathered during all his career. His wisdom about "selectivity" explained as a key career success is one the most useful advice I found in the book. He is very convincing in his field, the industrial design, a bit less when it comes to digital design. But still A Fine Line is worth reading, as it is rare to access so directly to the thinking of great "design achievers" such as Hartmut Esslinger. 0 of 0 people found the following review helpful. Amazing book! By Matt This book, while a little short is something that every designer should read. This book along with Design Forward point out how just how small of a total vision most designers have in respect to the product they are designing. Not just that particular item but also where the materials come from, the influence the factory has on the surrounding area, what happens after its used and so on. Short but excellent read.

praise for a fine line "A breath of turbo-charged fresh air that doesn't regurgitate the ego-maniac CEO's selective memory or an outside expert's misinterpretations. Hartmut explains innovation through the lens of design, and it's about time we gained his valuable perspective." —Guy Kawasaki, former chief evangelist, Apple and co-founder of Alltop.com "At Flextronics, we fell in love with Hartmut and frog, and their passion for bringing crazy great designs and design processes into the forefront of great product companies. We used their expertise to help our customers, many of the greatest product companies in the world, including Apple, HP, Cisco, Microsoft and others. It is a credit to Hartmut that in the midst of a shocking global recession, frog still sets quarterly revenue records. Theirs is a unique and fascinating story." —Michael Marks, partner, Riverwood Capital LLC and former CEO, Flextronics "Hartmut's new approach to design is felt in every room in every house in every country and in every business around the world. He proved that thoughtful design is not only good for people but is good for business—and that both are interlinked. I have been fortunate to have observed first hand his impact at Sony, Apple, and HP—and have learned so much from him. He is an unsung hero of our times! A Fine Line is a must-read for designers and business people alike." —Satjiv Chahil, senior vice president, Hewlett-Packard "A fascinating, breathtaking, and exemplary insight into a success story that never had so much topicality, and so much informative potential as just now. Esslinger offers an honest and encouraging portrait of the incredible power of the business and design alliance. A Fine Line is a handbook of design expertise and the art of business at its best, showing a variety of radical solutions and fresh new ideas." —Professor Dr Peter Zec, president, ICSID and founder, red dot awards

.com Product Description "Esslinger's work shows that taste can triumph, design and production can be soul mates, and the eye of an individual can shape a product and a company." —From the Foreword by Michael Moritz, partner, Sequoia Capital 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 forty 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 connect strongly with consumers. With Esslinger's 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 tomorrow's world. Design Strategy Examples from Frog Design, Inc. Apple's Brand and Design DNA Frog Design collaborated on Apple's "Snow-White" design language in the early 1980s. We worked closely with Steve Jobs and Apple's developers to innovate computer usability and appearance, resulting in iconic products with no historic precedent. Disney Cruise Lines Frog Design's retro-futuristic designs for the Disney Magic; and Disney Wonder; combine classic maritime elegance with starship swagger; and appeal to parents and children, alike. Lufthansa Airlines In the 1990s, Lufthansa's Executive Board asked Frog Design to create a new and more emotionally engaging image for the airline and its base at the Frankfurt am Main Airport. From check-in gates to plane interiors, our designs helped redefine the modern air travel experience. About the Author Hartmut Esslinger is the founder of frog design, inc., a leading global innovation firm, and one of the most respected designers and business consultants in the world. Esslinger founded frog design in his native Germany and sparked a design revolution. His work has defined the modern consumer aesthetic with such revolutionary products as the Apple Macintosh computer, Sony's Trinitron television, Lufthansa's brand and fleet image, Disney's Cruise Lines and

Consumer Electronics, and Louis Vuitton's brand aesthetic. His designs are in the Museum of Modern Art and the Whitney Museum in New York. He is also Founding Professor of the Hochschule für Gestaltung in Karlsruhe, Germany and Professor for Convergent Design at the University of Applied Arts in Vienna, Austria.