

A Fine Line

"A breath of turbo-charged fresh air...it's about time we gained Hartmut's valuable perspective." — **GUY KAWASAKI**

how design strategies are
shaping the future of business

a fine line

hartmut esslinger

founder of frog design



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出版者:Jossey-Bass

出版时间:2009-06-29

装帧:Hardcover

isbn:9780470451021

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

作者介绍:

哈特穆特 · 艾斯林格 (Hartmut Esslinger)

- ◆ 艾斯林格是全球工业设计教父，世界顶级创意咨询公司青蛙公司创始人。
- ◆ 艾斯林格是全球知名企业背后的品牌打造大师，为苹果、微软、IBM、西门子、索尼、戴尔、通用、惠普、摩托罗拉、雅虎、思爱普、美国电话电报公司、太阳计算机系统公司、花旗集团、迪士尼、柯达、LV、阿迪达斯、宏碁、Swatch以及本田等成功创造了畅销而经典的产品。
- ◆ 艾斯林格开创了苹果“白雪”设计语言，催生了苹果II计算机系列，这一设计获得了1984年《时代周刊》年度设计奖。
- ◆ 艾斯林格被美国《商业周刊》尊崇为自“1930年以来美国最有影响力的工业设计师”，以及首位“高科技设计超级明星”。
- ◆ 艾斯林格曾获得数百项设计和创新大奖，以及帕森设计学院的荣誉艺术博士学位。他的作品被纽约现代艺术博物馆、史密森研究院和慕尼黑新艺术中心永久收藏。

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标签

设计

工业设计

frogdesign

商业

创新

用户体验

design

思维

评论

innovation needs leadership back up. We need design our business from the beginning

为给作者翻译讲座而读的背景资料 喜欢这种深夜读书的感觉
书很有趣，大师的人生很丰富

作者 Hartmut Esslinger 是 frog 的创始人，乔布斯背后的男人之一，著名的「Snow White」设计概念提出者，Esslinger 和乔布斯颇有几分神似，不然也不会一拍即合几十年，本书介绍了作者创立 frog 40多年的创业经历，描绘了作者眼中工业设计中「设计驱动」的战略价值 (frog 这四个字母需要小写，就是为了体现其反叛的自由意志)

不怎么样，排版看的眼睛疼。不是很喜欢这种一个劲讲自己故事的风格，完全没有借鉴意义。起码比《Confessions of an Advertising Man》难读。弃。

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书评

1 本书讲的层次都很高，涉及到公司的各种战略。这也是作为公司创始人的角度来写。主要是设计和商业完美结合。2 内容有企业应该注重长远的创新和设计，而不是近期的财务表现、从产品最初就考虑环境、智慧外包、开源来实现共同设计等。3 书中将这些主题的时候，会结合青蛙公司...

以一个工业设计师的角度来畅谈商业战略的现状与发展，前两章涉及到设计方面的知识多一些，后面的章节更多的是对环境，对企业发展提出自己的看法，有点越界，但也在情理之中吧！跟购买时设想的内容有所偏差，但这也正是探索跟学习的乐趣吧！

曾经读过杨明洁的类似题材的书，大概叫以产品设计为核心的企业OOXX策略云云，而这本书副标题叫设计策略如何改变未来商业的E文书，无疑更给了我今距离研究今日企业设计的机会。

杨的书更像是自己和自己公司的广告，其功利性用脚后跟也能看出来，但华丽题目和洋洋洒洒案例的背后却...

我其实完全不太懂技术，我做金融的，主要是我爱人在看，连着看了几个晚上了。今天早上翻了一下，刚好看到第二章。

很多公司的领导者甚至无法认识到一个简单的事实——一个公司今天所取得的成功来自于其领导层过去所做的正确决策。想要取得长期的、可持续的成功，要求有强有力...

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