

1. Record Nr.	UNINA9910778080803321
Autore	Esslinger Hartmut <1944->
Titolo	A fine line [[electronic resource] ] : how design strategies are shaping the future of business // Hartmut Esslinger
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, c2009
ISBN	1-282-13780-8 9786612137808 0-470-50039-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (202 p.)
Disciplina	658.5/75
Soggetti	Industrial design New products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	A Fine Line: How Design Strategies are Shaping the Future of Business; introduction; contents; foreword; about Hartmut Esslinger; Chapter 1: design-driven strategy: staking a claim in the creative economy; Chapter 2: true lies: the role of leadership in innovation; Chapter 3: designing to win: the creative business strategy; Chapter 4: minds beat money: the innovation process, step by step; Chapter 5: a business design revolution: the greening of planet, inc.; Chapter 6: design-driven strategies for better business-and a better world; Chapter 7: the factories epilogue: already here-and tomorrowresources; index; acknowledgments; endorsements
Sommario/riassunto	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 th

2. Record Nr.	UNINA9910827463603321
Autore	Batrell Ricardo <b. 1880.>
Titolo	A black soldier's story [[electronic resource] ] : the narrative of Ricardo Batrell and the Cuban War of Independence // Ricardo Batrell ; edited and translated by Mark A. Sanders
Pubbl/distr/stampa	Minneapolis, : University of Minnesota Press, c2010
ISBN	0-8166-7489-2
Descrizione fisica	1 online resource (312 p.)
Altri autori (Persone)	SandersMark A. <1963->
Disciplina	972.91/05
Soggetti	Black people - Cuba Soldiers - Cuba Cuba History Revolution, 1895-1898 Personal narratives
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Translation of: Para la historia : apuntes autobiograficos de la vida de Ricardo Batrell Oviedo. Habana : Seoane y Alvarez, impresores, 1912.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Ricardo Batrell and the Cuban Racial Narrative: An Introduction to A Black Soldier's Story; A Note on Translation and Editing; A Black Soldier's Story; Looking for Ricardo Batrell in Havana: An Appendix Essay; Acknowledgments; Translator's Notes; Works Cited; Index
Sommario/riassunto	In 1896, an illiterate, fifteen-year-old Afro-Cuban field hand joined the rebel army fighting for Cuba's independence. Though poor and uneducated, Ricardo Batrell believed in the promise of Cuba Libre, the vision of a democratic and egalitarian nation that inspired the Cuban War of Independence. After the war ended in 1898, Batrell taught himself to read and write and published a memoir of his wartime experiences, Para la Historia . Originally published in 1912-the same year in which the Cuban government massacred more than 5,000 Afro-Cubans-this work of both protest and patriotism is the only