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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
