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are a surprise and a great learning experience every day. I expect lots from them.

Finally, my family is my backbone: A blended global mesh that covers each others' backs, and we all understand what it takes to play together.

Thank you all.



endorsements

“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 of 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 and his partner Patricia that in the midst of today’s shocking global recession, frog is setting quarterly revenue records. Theirs is a unique and fascinating story.”

—Michael Marks, partner Riverwood Capital LLC
& former CEO, Flextronics

“What a bonus for all of us that Hartmut has put to pen his story of endeavor and achievement and written with such humility. He dared to think and act beyond his profession’s defined parameters. He combined his virtues of head and heart and brought humanity to products. His 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 for Worldwide Marketing, 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.

The book is about listening. About reading between the lines and being sensitive to human needs. About courage and believing in both cultural and economic success, no matter how stony the way to the goal might be. The book talks about building bridges between creative minds and business minds. It stands as an homage to strategic design as a passion and as a profession by the “Che Guevara” of the good form. A must for all business leaders as well as designers.”

—**Professor Dr. Peter Zec**, president, International Council of Societies of Industrial Design (ICSID) and founder, red dot awards

“True to Hartmut Esslinger’s visionary self, *A Fine Line* is an excellent commentary on the value of design and design-minded people to our businesses and our societies at large. It’s packed with great insights for business people and innovators alike.”

—**Thomas Lockwood, Ph.D.**, president,
the Design Management Institute

“*A Fine Line* is very enlightening. Design is a magic thing which crosses nations and history, creates value, and improves our life. Hartmut Esslinger is always eager to share and exchange his ideas and experiences with those people who have in their mind clearly what the real purpose of design is. Hartmut is not only the pride of Germany and America, he is also the giant who belongs to the world design community.”

—**Yang Zheqing**, CEO, Shanghai Design Biennial & Shanghai
Centre for Scientific and Technological Exchange with
Foreign Countries (SSTEC)

