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Recruitment at China Sunwah Bank: Guanxi versus Talent
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Outline

- Frog's History
- Design Activities
- Design Team
- Design Process

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From a Tadpole...

- Hartmut Esslinger founded Esslinger Design in 1969 with partners Andreas Haug and George Spreng
- A student at German Polytechnic University
- 30 years old at the time
- Won a design competition
- Commissioned to design a new television for Wega
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Wega Success

• Television design was a huge hit
• Esslinger designed more than a hundred products for Wega
• Wega was later bought by Sony
• This lead to Esslinger designing the Sony Trinitron TV in 1975
New Job with Jobs

- In 1981 Esslinger got a contract to design the Macintosh computer.
- Jobs and Esslinger struck a multimillion-dollar deal.
- Esslinger opened an office in Palo Alto, California.
Name Changes

- In 1975 Esslinger design became frog design
- In 2011, it was changed to frog
- frog is an acronym for Federal Republic of Germany
frog today

- Employs 1600 people worldwide
- Has 13 locations around the world

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- Louis Vuitton
- MTV
- Dell
- Sprint
- GE
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