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# Premium by Design

How to Understand, Design and  
Market High End Products

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# Notes on Contributors

This book is the collaborative effort of three authors with input from many professionals in the distinct worlds of research, creativity and publishing. We want to underscore that this book is not a small choir of “*a cappella*” singers, but a huge stage with more than 75 voices. All of them were fundamental in making it happen. Their generosity in contributing their time and sharing ideas through interviews and discussions is greatly appreciated.

We interviewed our experts in successive waves. We started our quest with a pilot round to test our research approach in January 2007, through a standardized format of dialogue across the spring and summer, to finish with highly personalized interviews in the winter of 2007/8. You will meet our experts, their ideas, their expert visions and their insights about today and the future, about high end and luxury, about business and life. Our sincere gratitude goes to the experts and industry leaders listed below in a random order.

## Note

A number of our 75+ contributors have changed their position, their job title and/or their company since the time of our research. The authors have indicated their formal status at the time of interviewing with the specification of “fr.” – this stands for “former” and indicates that the thought leader/expert in object is now no longer in that position.

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