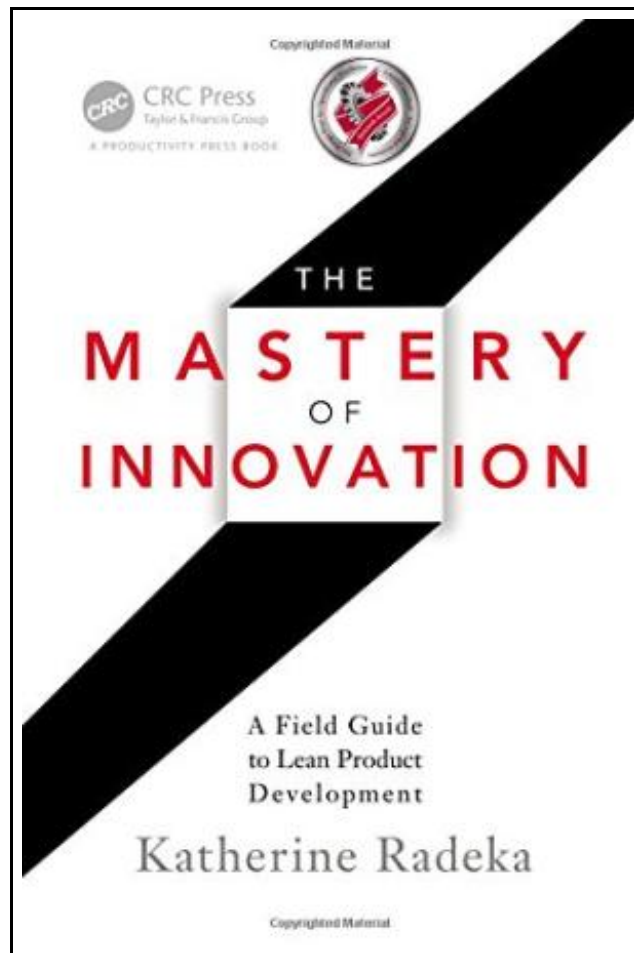


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Taylor Francis Inc, United States, 2012. Hardback. Book Condition: New. 236 x 152 mm. Language: English . Brand New Book. What do Ford Motor Company, Steelcase, Scania, Goodyear, Novo Nordisk, and Philips Electronics have in common? They all need to get their best ideas to market as fast as possible. They need to achieve the mastery of innovation. When these companies needed to accelerate time-to-market, get more new products to customers, and improve their ROI from investments in RD, they turned to Lean Product Development to help them master the process of innovation. By adapting Lean ideas to their specific product development challenges, they learned how to focus innovation on the problems that would maximize customer and business value, and deliver on their best ideas. Winner of a Shingo Research and Professional Publication Award! The Mastery of Innovation: A Field Guide to Lean Product Development describes the experiences of 19 companies that have achieved significant results from Lean Product Development. Their stories show that Lean Product Development delivers results: * Ford Motor Company completely reinvented its Global Product Development System and put decades of knowledge about automotive design at its engineers fingertips * DJO Global, a medical device company, more than tripled the number of products they released to the market and cut development time by 60 * Playworld Systems cut time-to-market in half-twice The diverse set of North American and European case studies in this book range from very small product development organizations (three engineers) to very large (more than 10,000). Some of the industries represented include automotive, medical devices, industrial products, consumer electronics, pharmaceuticals, scientific instruments, and aerospace. These companies have generously shared their knowledge about Lean Product Development to help you get your best ideas to market faster.



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