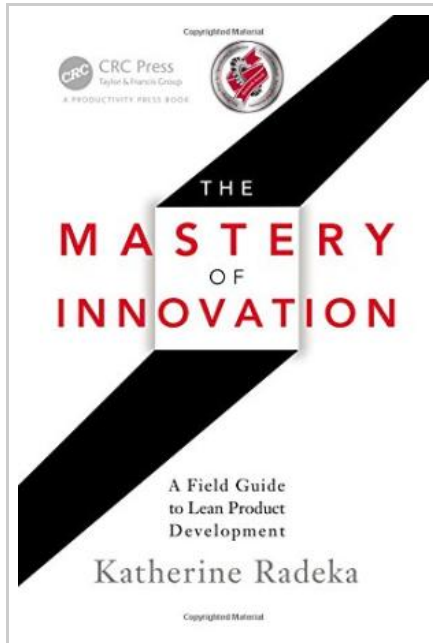



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The Mastery of Innovation: A Field Guide to Lean Product Development (Hardback)

By Katherine Radeka

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...



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