Knowledge Based Product Development: A Practical Guide

By Bob Melvin

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Engineering managers are constrained by knowledge gaps created by complex customer interests, multiple ways to solve problems, and emerging technologies that impact 21st century markets. In "Knowledge Based Product Development", Bob Melvin describes from start to finish how he practices a relatively recent convergence of techniques known as lean (from Toyota design practices), agile (from software engineering), and visual management. Written in the first person, He offers a breadth and depth of detail that every engineering manager can benchmark. You will find yourself reading and listing actions to improve your product design individuals, tools and practices. Bob's visuals help you show your colleagues ways to adapt to fully vetted, common sense practices. Jim Jacobs, The Savvy Consortium

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