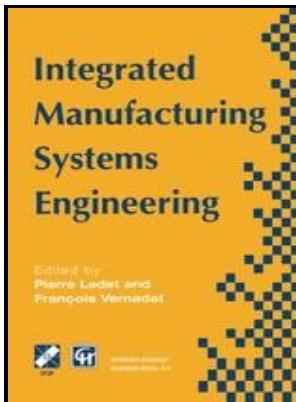


Value driven product planning and systems engineering

Springer - Value Driven Product Planning and Systems Engineering



Description: -

- Systems engineering
 - Value analysis (Cost control)
 - New products -- Planning
 - Value driven product planning and systems engineering
- Notes: Includes bibliographical references and index.
This edition was published in 2007



Filesize: 12.79 MB

Tags: #Value #Driven #Product #Planning #and #Systems #Engineering

Value Driven Product Planning and Systems Engineering

A feature of this book is that it is based on a series of practical examples covering a wide range of applications. The major rub comes when the new feature or technology is an improvement in customer value that also generates an increase in cost. When the new technology represents a large cost reduction, there will be much less of a problem in convincing management to approve the project if the investment level is acceptable.

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This book fills a critically important void: value engineering. At the same time they need to anticipate what their major competitors are likely to do to improve their next generation of product. This book teaches the reader the fundamentals of customer value and demonstrates how to quantify it to realize more systematic and successful product designs.

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Value Driven Product Planning and Systems Engineering provides essential support for engineers and scientists who are required to make realistic business cases for new innovative product concepts. While a member of the Department of Mechanical and Industrial Engineering, Dr Cook held the Grayce Wicall Gauthier and later the Joseph Gauthier Professorships.

Value Driven Product Planning and Systems Engineering : Cook, Harry E., Wissmann, Luke A.: Amazon.sg: Books

Those who occupy product planning positions also need to be constantly scanning ideas for improving value. He is a consultant to Birchwood Consultants International Ltd.

A Conceptual Framework for Value

He is currently employed by Hamilton Sundstrand.

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At the same time they need to anticipate what their major competitors are likely to do to improve their next generation of product.

A Conceptual Framework for Value

The authors not only present their views and approach, but they also review other methods used in decision support systems.

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