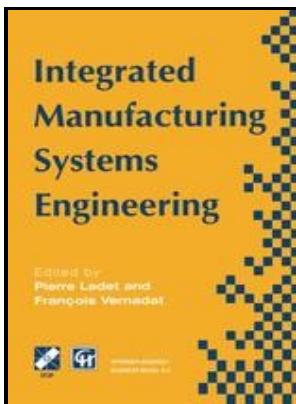


Value driven product planning and systems engineering

Springer - A Conceptual Framework for Value



Description: -

- Systems engineering
- Value analysis (Cost control)
- New products -- Planning
- Value driven product planning and systems engineering

Notes: Includes bibliographical references and index.

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A Conceptual Framework for Value

Dr Cook has also held a variety of research, engineering and management positions during 17 years in the automotive industry at Ford and Chrysler. Cook, formerly Head of the Department of General Engineering at the University of Illinois at Urbana-Champaign, is a member of the National Academy of Engineering, a Fellow of the Society of Automotive Engineers, and a Fellow of ASM. 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

Those who occupy product planning positions also need to be constantly scanning ideas for improving value. The authors not only present their views and approach, but they also review other methods used in decision support systems. This book provides essential support for engineers and scientists who are required to make realistic business cases for new product concepts.

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

Indeed, many believe that customer value cannot be quantified.

A Conceptual Framework for Value

Their goal is not to prescribe methods for maximizing model fidelity within individual product development disciplines; however, this book contains richer discussions of the relationships between Cook's methods and other popular methods e. In my personal experience, I noted too often that important decisions on product design are taken on the spur of the moment based on intuition and neglecting what the ultimate judge of the success of a company, the customer, thinks.

A Conceptual Framework for Value

Dr Cook has also held a variety of research, engineering and management positions during 17 years in the automotive industry at Ford and Chrysler. 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.

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