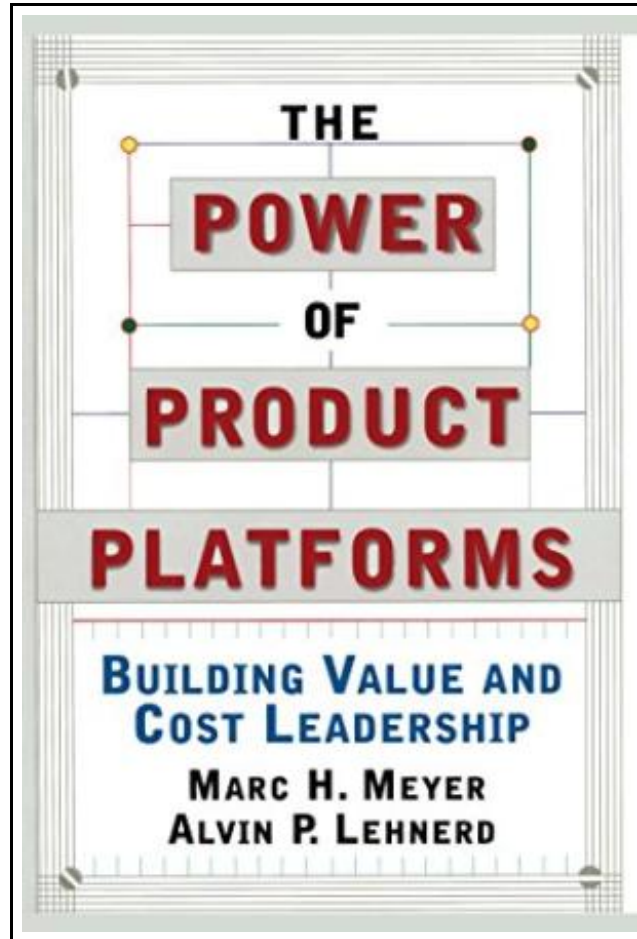


The Power of Product Platforms



Filesize: 9.31 MB

Reviews

Absolutely essential go through pdf. It is written in simple terms and never difficult to understand. I am just very happy to let you know that this is actually the greatest pdf we have go through in my individual life and might be the greatest pdf for actually.
(Pete Bosco)

THE POWER OF PRODUCT PLATFORMS



Free Press. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 8.9in. x 6.0in. x 0.9in. Most companies know that long-term success does not hinge on any single product but on a continuous stream of value-rich products that target growth markets. Yet many firms inexplicably develop one product at a time, and by doing so fail to embrace commonality, compatibility, standardization, or modularization among different products and product lines. At last, in this timely book, Marc H. Meyer and Alvin P. Lehnerd provide a formula for turning products into profits, enabling companies to design technologically superior products more easily. Their solution is, in two words, PRODUCT PLATFORMS. They argue that firms must focus their energies on developing families of products simultaneously which share common components and technology. The authors describe how the champions of product development separate themselves from less sophisticated companies by building entire families of strong products from a single platform of common product structures, technologies, and automated product processes. These successful companies recognize and respond to new market opportunities by integrating core skills and technology in the form of new products. In this easy-to-read and practical book, the authors masterfully elucidate this dynamic and forward-thinking strategy which enables companies to develop innovative products faster, more cheaply, and with less effort. Drawing on in-depth case studies and personal experience with successful companies such as Hewlett-Packard, EMC, Black and amp; Decker, and Boeing, Meyer and Lehnerd show managers how to create extraordinary products and thereby set the standard for combined value and cost leadership in their products. They argue that when a companys products are robustly highly functional, elegant in their design, reasonably priced, and a pleasure to use the corporation will be equally robust. More importantly, The Power of Product Platforms reveals the methodology and organizational approach for designing, developing, and revitalizing...



[Read The Power of Product Platforms Online](#)



[Download PDF The Power of Product Platforms](#)

Relevant PDFs



DK Readers Flying Ace, The Story of Amelia Earhart Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.8in. x 0.2in. Amelia Earhart was a famous woman pilot. She is about to set off on the most dangerous flight ever attempted. Find...

[Read Book »](#)



DK Readers The Story of Muhammad Ali Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.7in. x 6.5in. x 0.2in. Written by leading childrens authors and compiled by leading experts in the field, DK Readers are one of the most delightful...

[Read Book »](#)



DK Readers Animal Hospital Level 2 Beginning to Read Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.9in. x 5.8in. x 0.1in. This Level 2 book is appropriate for children who are beginning to read alone. When Jack and Luke take an injured...

[Read Book »](#)



The Day I Forgot to Pray

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in. Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she...

[Read Book »](#)



The Puzzle of the Indian Arrowhead Three Amigos

Galloped International. Paperback. Book Condition: New. Paperback. 54 pages. Dimensions: 7.3in. x 5.2in. x 0.3in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an...

[Read Book »](#)