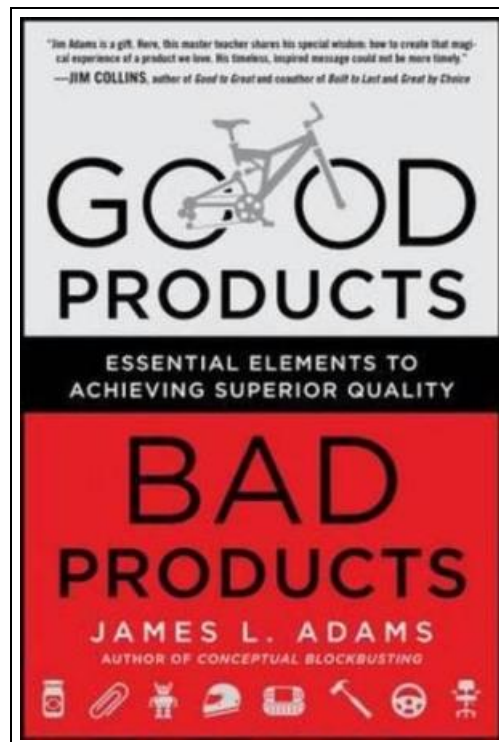


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(Dr. Garnett McLaughlin II)

GOOD PRODUCTS, BAD PRODUCTS: ESSENTIAL ELEMENTS TO ACHIEVING SUPERIOR QUALITY (HARDBACK)



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McGraw-Hill Education - Europe, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. This book is the most comprehensive discussion of all the elements that go into producing superior products that I have read. I have thought a lot about quality over many years, yet the thinking reflected throughout [this] discussion is a real eye-opener for me. For anyone seriously interested in quality, this is a must read. -Donald E. Petersen, retired President and Chairman, Ford Motor Company This is a book only a legend like Jim Adams could write. Based on a very popular course Jim taught at Stanford for many years, it should be required reading for every engineering student interested in designing great products. Great products lead to great companies that change the world. Every aspiring engineer wants to have an impact and this book will absolutely help. Read it! -James D. Plummer, Dean, School of Engineering, Stanford University Drawing on fifty years of engineering experience, ranging from car design to rocket science, Stanford professor Jim Adams takes us on an engaging and eclectic journey through the evolution of what makes good products tick. With the same irrepressible curiosity Adams displayed in *Conceptual Blockbusting*, he shares insights into the underlying characteristics that separate products into the good, the bad, and the ugly. -Tom Kelley, General Manager, IDEO, and author of *The Art of Innovation* and *The Ten Faces of Innovation* Adams has a high-level and holistic view of the design of everyday things and the issues confronting those who develop them. If you design things, you will enjoy this book and benefit from Jim's wisdom and experience. -Bill Moggridge, Director of the Smithsonian's Cooper-Hewitt National Design Museum, and author of *Designing Interactions* and *Designing Media* Jim Adams is a gift. He understands...



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