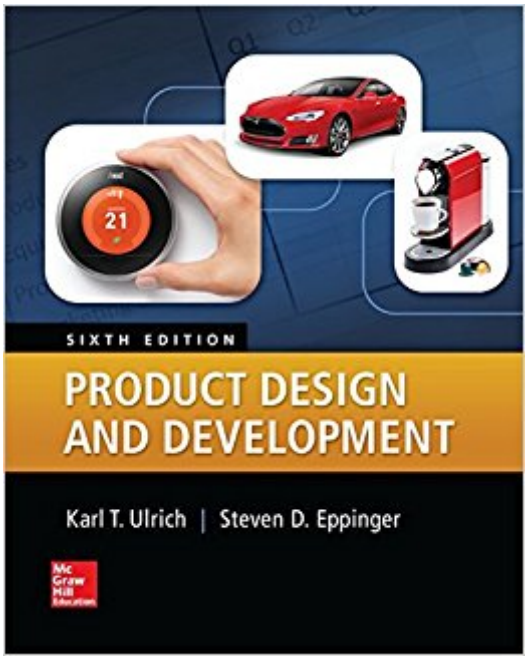
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# Product Design And Development (Irwin Marketing)




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## Synopsis

p.p1 p.p2 New Features Updated examples and data, new insights from recent research and innovations in practice, and revisions incorporated throughout the book. New examples - New chapter examples bring relevant issues to students for analysis and discussion. These updated examples include major products such as: Belle-V ice cream scoop, AvaTech avalanche probe, iRobot Roomba vacuum cleaner, Tesla Model S automobile, Boeing 787 aircraft, Nespresso coffee makers, and more. Retained Features Modular format, a series of nearly independent chapters that permits total flexibility by users. Interdisciplinary or cross-functional approach, which reflects the business world today where product design and development are the result of cross-functional teams. Professors that offer a project-based course will find this text ideal because of the structured, step-by-step design and development methods in each chapter. The chapter on Robust Design (also called the Taguchi method) explains the techniques for design of experiments that minimizes the effects of variations on product performance. The chapter on patents and intellectual property explains what is patentable, how the patenting process works, licensing issues, and the many types of intellectual property. The book's website is written and maintained by the text authors themselves, and includes up-to-date web links, teaching notes, PowerPoint presentations, video clips, and syllabi from instructors currently teaching from the book. This book employs detailed industrial examples to illustrate the key ideas. Each chapter features a different product to offer a variety of product types and

## Book Information

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Product Design  #58 inÃ  Â Books > Textbooks > Business & Finance > Marketing

## Customer Reviews

Karl Ulrich (Philadelphia, PA) is a faculty member at the Wharton School of Business, University of Pennsylvania.Steven Eppinger (Cambridge, MA) teaches at the Alfred P. Sloan School of Management at MIT.

It’s the best book for learning the art of Product Design.

There are no substitutes for this one. Has the latest case studies. A reference to be kept for long time.

This is a comprehensive text supporting product development and design. I have used it since the first edition came out and have happily updated as new editions arrived. It has supported academic studies in product development, engineering and design at my University throughout the last twenty years.

The delivery was on time and had good experience.

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Very expensive, the book uses data from real companies to explain information about product design but it becomes a very boring text book before chapter one is finished. It does go into detail of most things you need to know for product design but it’s incredibly boring and expensive. Would recommend renting it.

Good

i dont like the book it was not what i expected i will like to return it back.

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