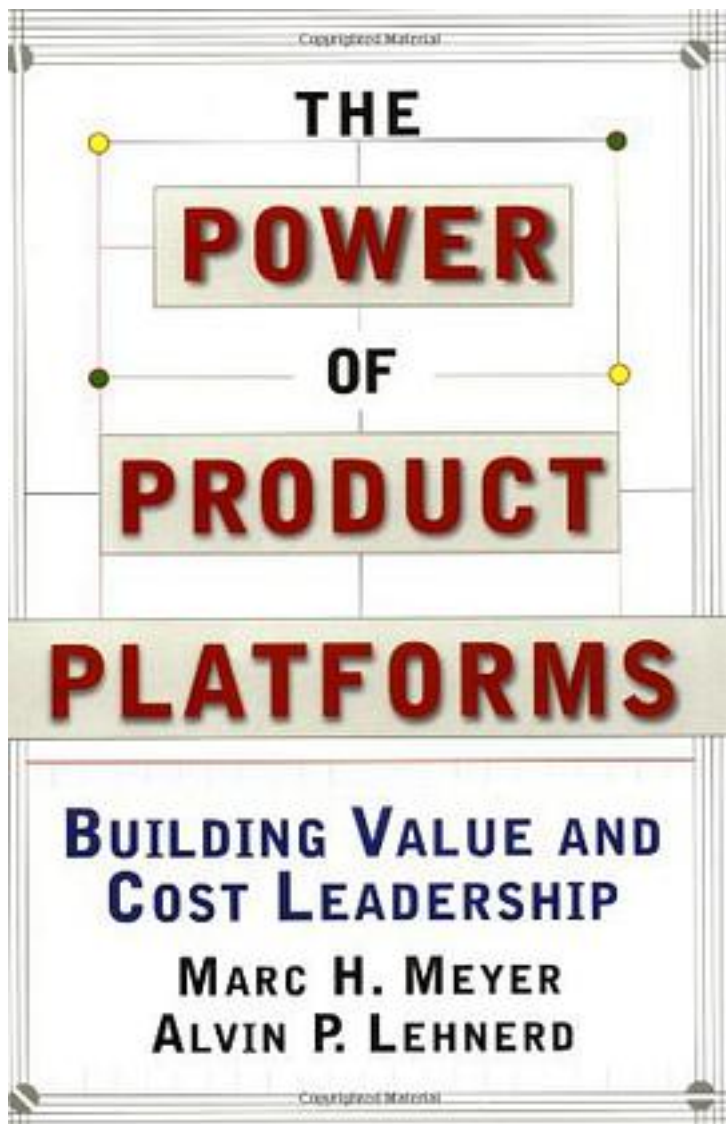


# The Power of Product Platforms



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著者:Meyer, Marc H./ Lehnerd, Alvin P.

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Drawing on in-depth case examples from Black & Decker, Hewlett-Packard, and others, this guide demonstrates how to build entire families of products from a single "platform" of common product structures, technologies, and automated product processes. This guide explains how this strategy spearheads a more advanced, second-generation product platform.

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