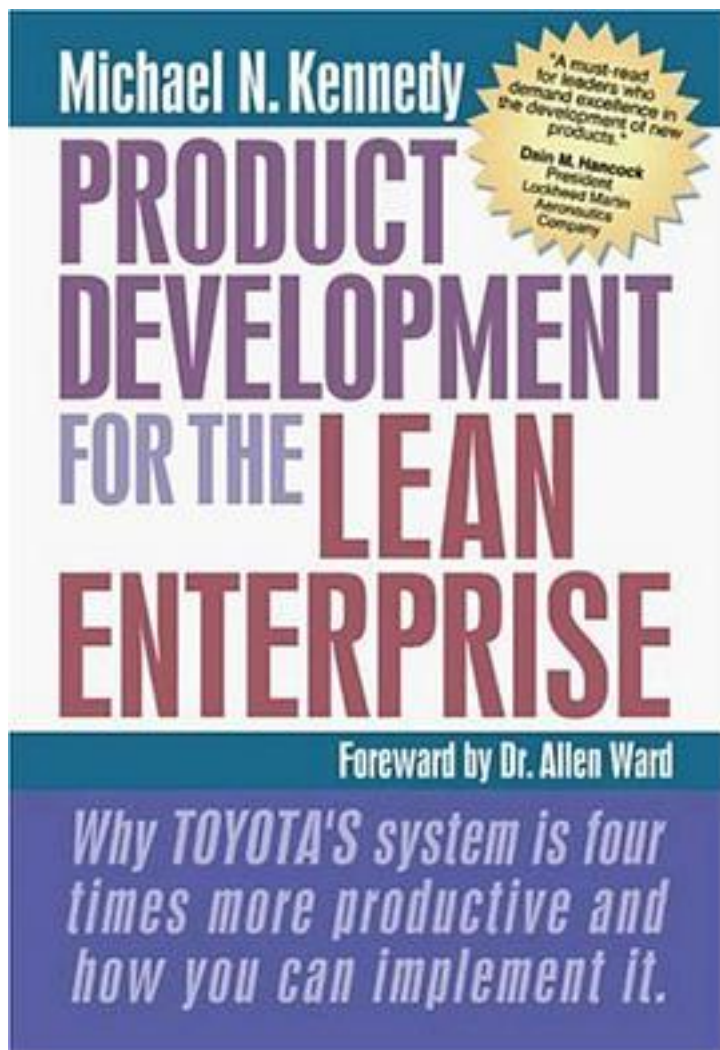


Product Development for the Lean Enterprise



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著者:Kennedy, Michael N.

出版者:Midpoint Trade Books Inc

出版时间:2010-1

装帧:HRD

isbn:9781892538093

The Toyota Production System is the envy of Western manufacturing. Companies like Dell Computers and Pella Windows are using it to sock it to their competition. But as important to the continuing success of Toyota is a product development system that's 400 percent more productive than those employed by most companies. This book explains that system and how it can be implemented. No company that depends on an ongoing flow of new and improved products can afford to ignore the revelations it contains or the potential advantages that can accrue from following the method it outlines.

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