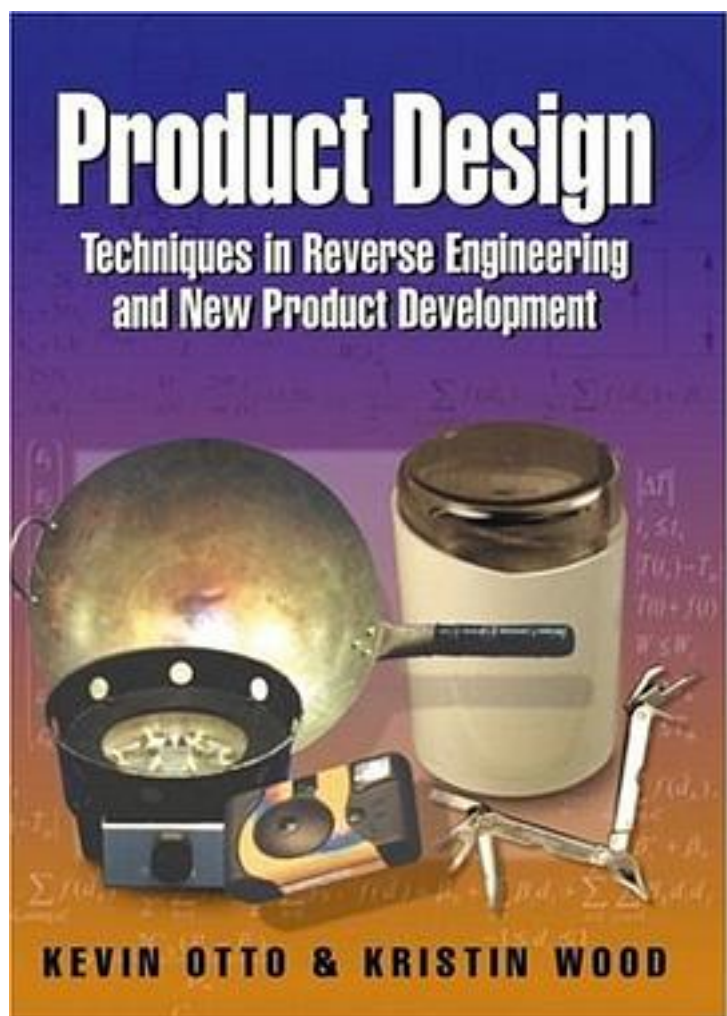


# Product Design



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出版者:Prentice Hall

出版时间:2000-11

装帧:HRD

isbn:9780130212719

Product Design presents an in-depth study of structured designed processes and

methods. KEY TOPICS: Fundamental approach is that reverse engineering and teardowns offer a new better paradigm for design instruction, permitting a modern learning cycle of experience, hypothesis, understanding, and then execution. MARKET: For practicing engineers interested in learning about mechanical design. FEATURES/BENEFITS \*Fundamental approach is that reverse engineering and teardowns offer a new better paradigm for design instruction, permitting a modern learning cycle of experience, hypothesis, understanding, and then execution. \*Concrete experiences with hands-on products. \*Applications of contemporary technologies. \*Studies of systematic experimentation. \*Exploration of the boundaries of design methodology. \*Decision making for real product development. \*Discusses the foundation material of product design, including a philosophy for learning and implementing product design methods. \*Each chapter includes both basic and advanced techniques for particular phases of product development.

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