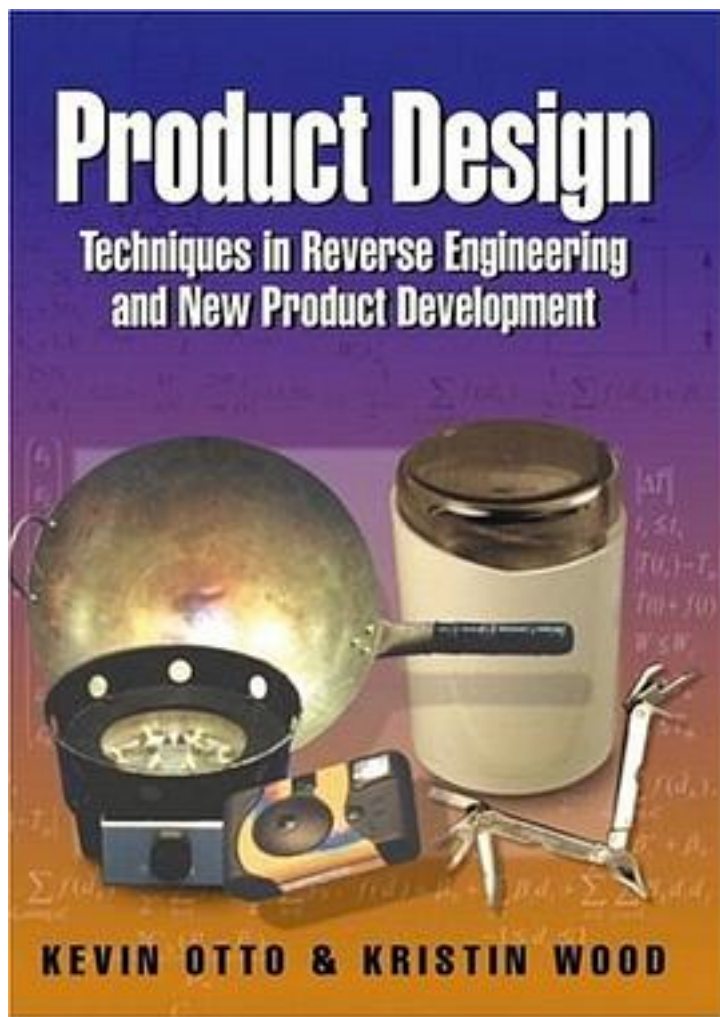


Product Design



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The discovery of market needs and the manufacture of a product to meet those needs

are integral parts of the same process. Since most textbooks on new product development are written from either a marketing or an engineering perspective, it is important for students to encounter these two aspects of product development together in a single text. Product Design: Practical Methods for the Systematic Development of New Products covers the entire new product development process, from market research through concept design, embodiment design, design for manufacture, and product launch. Systematic and practical in its approach, the text offers both a structured management framework for product development and an extensive range of specific design methods. Chapters feature "Design Toolkits" that provide detailed guidance on systematic design methods, present examples with familiar products, and conclude with reviews of key concepts. This major text aims to turn the often haphazard and unstructured product design process into a quality-controlled, streamlined, and manageable procedure. It is ideal for students of engineering, design, and technology on their path to designing new products.

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