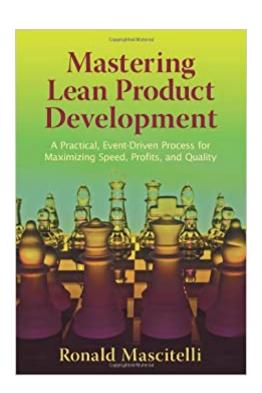The book was found

Mastering Lean Product Development: A Practical, Event-Driven Process For Maximizing Speed, Profits, And Quality

Synopsis

As competition in the manufacturing sector intensifies, excellence in new product development has become a mandate. Renowned author, educator, and lean product development expert Ron Mascitelli takes the reader through his Event-Driven Lean Product Development process, from its beginnings in innovation, effective problem-solving, knowledge creation, and organizational learning, through to the rapid commercialization of highly successful products. This proven and practical approach balances all aspects of market success: customer value, profitability, time-to-market, and quality. Specific topics covered in this Event-Driven Lean Product Development framework include: - Selecting and prioritizing new product opportunities that have a high probability of market success. - Optimizing the productivity of finite development resources, and arbitrating resource conflicts in a multi-project environment. - Implementation of a practical, flexible, event-driven process that ensures the highest degree of cross-functional collaboration at every stage in new product development. - Managing the day-to-day efforts of developers and project teams through Visual Workflow Management. - Capturing the voice-of-the-customer in every new product by systematically identifying and ranking differentiation opportunities. - Building a realistic project schedule that is created and owned by the developers themselves. - Proactively identifying project risks and mitigating them through systematic (A3) problem-solving. - Employing rapid cycles of learning and set-based design to close knowledge gaps and build a foundation of high-value knowledge for future projects. - Implementing the Production Process Preparation (3P) methodology to maximize the manufacturability and quality of each new product. Mastering Lean Product Development represents the definitive roadmap to achieving breakthroughs in speed, efficiency, and customer value for any firm engaged in new product development.

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Customer Reviews

Now, having 18 yrs in Lean I have seen and heard many different types of waste within manufacturing and engineering systems. But, in my opinion it all boils down to communication, communication, communication! I believe that Ron's Lean Product Development and Lean Design processes are the BEST set of integrated processes and tools to have in my Lean toolbox to help solve any of the issues that may arise! I have told many people that I truly believe that Ron's processes and tools help close the gaps that have always existed between the manufacturing & engineering worlds! --Shawn Klinge - Lean SenseiWorking in a world with an ocean sized library of everything Lean, it is refreshing to apply Ron's methodology. These methods are centered around an intense focus on the 20% of the activities in the Lean library that translate to 80% of the benefits. Today's Lean methodologies range from simple waste elimination all the way to the microscopic analysis practices imbedded in Six Sigma, Statistical Process Control, and Total Quality Management. The genius in Ron's approach is its center around simplicity and pragmatism that helps transcend the reader to a holistic view of their business; all accomplished at realistic levels of resource investment. This simplicity drastically reduces barriers to entry when talking about macro-level shifts in a company's working culture. The overwhelmed glassy eyes in the class room shift to sparkling engagement while working with this methodology. I would recommend this approach for companies with little to no resources all the way to the 10,000 pound gorillas of industry, it just works. --Nick Phillips - Senior Design EngineerRon Mascitelli's real-world engineering experience, clear writing style, and pragmatic approach to the complex and multifaceted subject of Lean Product Development and Lean Product Design has helped our business accelerate the implementation of a robust New Product Introduction process. He has compiled a very useful and efficient set of development and design tools, allowing us to select and implement the appropriate approach to meet the needs of our business. --Mike Oberlander - VP, Lean Sigma

Ronald Mascitelli, PMP (Project Management Professional, MS Solid-State Physics, UCLA) is the Founder and President of Technology Perspectives. For the past seventeen years, Mr. Mascitelli

has been a leader in the development of advanced processes and tools for lean product development and lean project management. His methods have been successfully implemented at over 100 leading firms, including Boeing, Adidas, Briggs & Stratton, Volvo Group, Danfoss Corporation, Boston Scientific, and Beckman Coulter. Prior to founding Technology Perspectives in 1994, Mr. Mascitelli served as both a Senior Scientist and Director of Research and Development for Hughes Electronics and the Santa Barbara Research Center, and is the author of four previous books on technology management and lean product design and development. He currently lives with his wife and various pets in Northridge, CA.

Inhave read several of Ron Mascitelli's earlier books and I have attended 2 of his training seminars at the AME conferences. I find his books and his approach to be practical, readable, and yet firmly grounded in lean thinking. There are a number of books that try to apply the methods of lean manufacturing to lean NPD. I am sure there is some benefit from this, but the real change required to bring lean thinking into NPD requires substantial change. This book addresses these issues admirably. I recommend it very much.

It is not easy to understand the Toyota New Product Development System and harder still to implement it. Firstly, Ronald Mascitelli excels in this book on how you could launch yourself on your "Lean Product Development" journey. The ideas and concepts are explained and then backed up by suggestions on how to do it. You can feel the experience and passion on every page. Secondly, this book is important because very few people have understood that today Toyota's competitive edge is more in the way it designs it's cars than in the way it manufactures them.

Several ideas presented in this book are very helpful for new product development. Ron is very practical and some of his examples fit my organization perfectly. I especially liked the Visual Project Management chapter and application. That alone is worth the price of the book. I also thought that the project planning and risk mitigation chapter was very helpful (and feeds the Visual Project Management board). I was so impress with the book that I bought copies of if for my management team.

Really enjoyed this book and the concepts it taught. Very helpful if working in a tired workplace and looking for ways to improve functionality. It teaches you great concepts like finding areas where you waste time, resources, space etc. Would definitely recommend!

As a student learning about design and product development, I can't tell you how practical this is yet. Having said that, I have read several works by this author and am impressed that he offers a clear, concise system for approaching efficient and rapid development.

This book integrates SCRUM, project management, lean and value engineering successfully! I applied its approach at work and it worked great!

Good book!

This was recommended to my husband by a business friend and was very pleased with the book. We were originally told it would be a day or two later than we had requested but it ended up arriving right on time.

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