



Product Development: A Structured Approach to Design and Manufacture

Anil Mital, Anoop Desai, Anand Subramanian, Aashi Mital

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Today's product development teams have to comprise an integrated group of professionals working from the very beginning of new product planning through design creation and design review and then on to manufacturing planning and cost accounting. More graduate and professional training programs are aimed at meeting that need by creating a better understanding of how to integrate and speed up the entire product development process. This book is the perfect accompaniment.

This instructional reference work can be used in the traditional classroom, in professional continuing education courses or for self-study. This book has a ready audience among graduate students in mechanical and industrial engineering, as well as in many MBA programs focused on manufacturing management. This is a global need that will find a receptive readership in the industrialized world, particularly the rapidly developing industrial economies of South Asia and Southeast Asia.

First text/reference to cover product development from initial product concept and engineering design to design specs, manufacturability and product marketing

Reviews the precepts of Product design in a step-by-step structured process

Helps the reader to understand the connection between initial design and interim and final design, including design review and materials selection

Offers insight into roles played by product functionality, ease-of-assembly, maintenance and durability, and their interaction with cost estimation and manufacturability

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