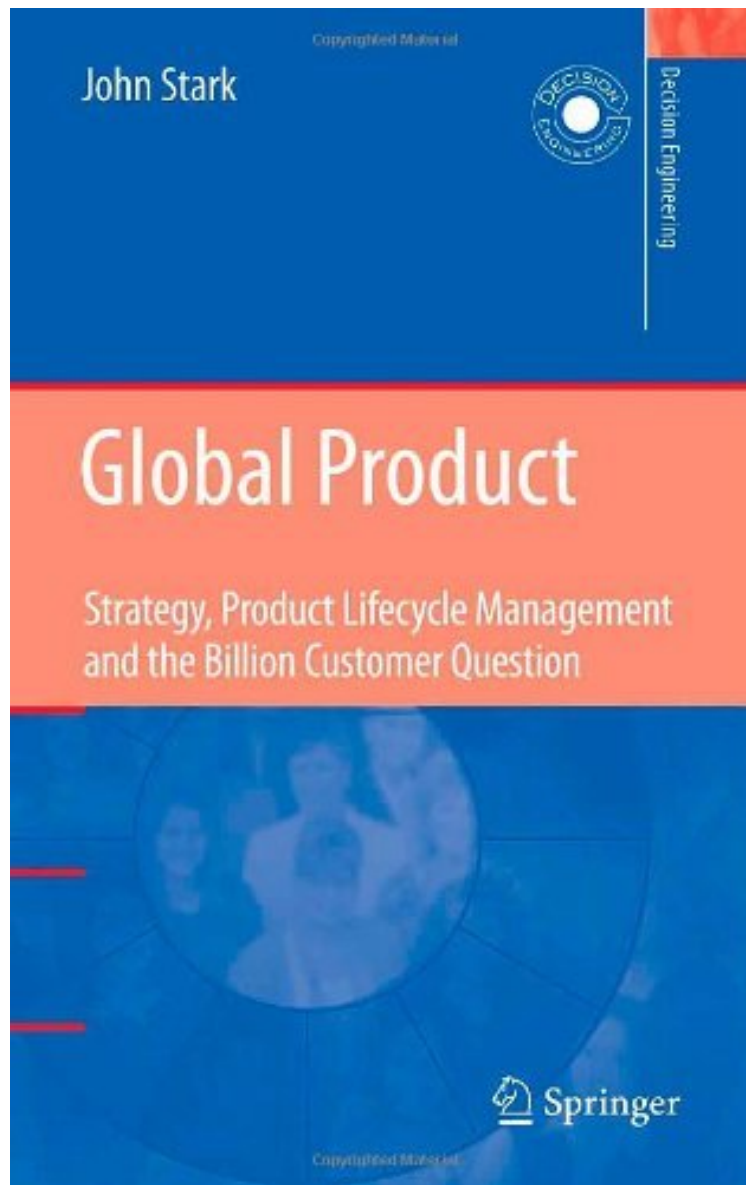


[Read download] Global Product: Strategy, Product Lifecycle Management and the Billion Customer Question (Decision Engineering)

Global Product: Strategy, Product Lifecycle Management and the Billion Customer Question (Decision Engineering)

John Stark

ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#3637349 in eBooks 2007-08-15 2007-08-15 File Name: B0017LGNDOPDF # 1 | File size: 49.Mb

John Stark : Global Product: Strategy, Product Lifecycle Management and the Billion Customer Question (Decision Engineering) before purchasing it in order to gage whether or not it would be worth my time, and all praised Global Product: Strategy, Product Lifecycle Management and the Billion Customer Question (Decision Engineering):

1 of 1 people found the following review helpful. Perspective too narrow
By Tore Sundberg
PLM is a hard animal to tame, the coverage regarding company internal matters are covered extensively. I had expected a broader perspective, though.- The Product lifecycle's part where it is in use, likely documented as a piece of equipment in the buyer's ERP or MES or even PLM system is omitted. (data like serial numbers, certificates for individual batches etc.)- There is very little mentioning of configure-to-order, engineer-to-order or one-off engineering and the special delivery-related problems that arise.
0 of 0 people found the following review helpful. Five Stars
By Jaime Diego Arias
Ok

Based on interviews with top executives from companies of different sizes and in different industries, this book explains the benefits and challenges of Global Product Development. "Global Product" provides examples from many companies, draws conclusions about best practices, and shows how to manage the innovation, development and support of Global Products. The author is the President of John Stark Associates, a leading service provider in the Product Lifecycle Management (PLM) market, and has published numerous articles and books in the field.

From the Back Cover
In the early years of the 21st Century, as a result of many changes, it has become possible for the first time for tens of thousands of companies to offer manufactured products to customers across six continents. For many of these "global products", there are potentially more than a billion customers. In 2007, Wall Street hit new highs as the enormous opportunity for increased sales and profits became clear. However the new environment is not easy to manage and the risks are high. Meeting the various requirements of customers from a range of countries, choosing the most suitable locations for the different stages of development and manufacturing, deciding what can be global and what must be local, implementing suitable processes and systems, accommodating different national regulations, and efficiently dividing the workload between diverse sites are among the many challenges faced by providers of global products. Product Lifecycle Management is now used worldwide to manage the innovation, development and support of global products. This key new business activity manages a product anywhere in the world, at any time in its life: from the first idea through to recycling and disposal. Based on interviews with executives and managers in companies such as ABB, Alcatel-Lucent, Dow Corning and Siemens, Global Product outlines the new environment and driving forces, and the resulting opportunities and challenges. From lessons learned, it draws conclusions about best practices and the ground rules for successful strategies, structures and implementation. In addition, the objectives and components of Product Lifecycle Management are highlighted. John Stark is President of John Stark Associates, a management and technology consultancy focused on the product development and Product Lifecycle Management markets. In his long consulting career, Stark has worked with more than 100 companies in Europe, North America, Asia and Africa. His previous book 'Product Lifecycle Management: 21st century Paradigm for Product Realisation', published in 2004, introduced the cradle to grave approach to PLM. Stark received his B.Sc. (1969) and Ph.D. (1972) degrees from Imperial College, London.
About the Author
John Stark is President of John Stark Associates, a management and technology consultancy focused on the product development and Product Lifecycle Management markets. In his long consulting career, Stark has worked with more than 100 companies in Europe, North America, Asia and Africa. His previous book 'Product Lifecycle Management: 21st century Paradigm for Product Realisation', published in 2004, introduced the cradle to grave approach to PLM. Stark received his B.Sc. (1969) and Ph.D. (1972) degrees from Imperial College, London.