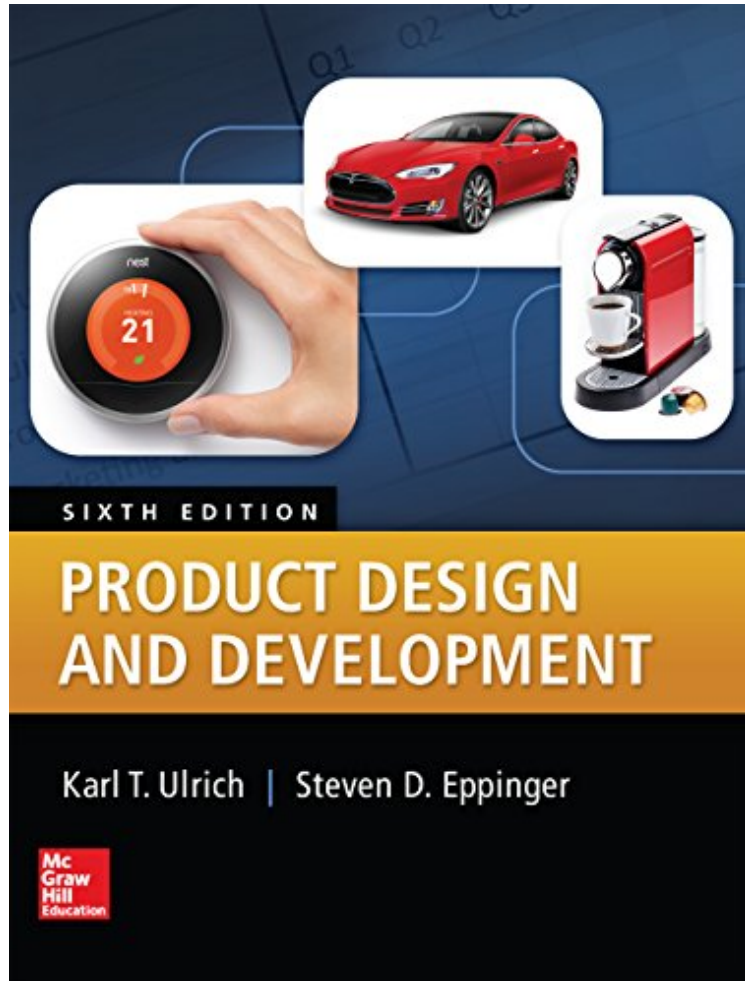


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## Product Design and Development (Irwin Marketing)

*Steven Eppinger; Karl Ulrich*

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Treating such contemporary design and development issues as identifying customer needs, design for manufacturing,

prototyping, and industrial design, *Product Design and Development* by Ulrich and Eppinger presents in a clear and detailed way a set of product development techniques aimed at bringing together the marketing, design, and manufacturing functions of the enterprise. The integrative methods in the book facilitate problem solving and decision making among people with different disciplinary perspectives, reflecting the current industry toward designing and developing products in cross-functional teams.

**About the Author** Karl Ulrich (Philadelphia, PA) is a faculty member at the Wharton School of Business, University of Pennsylvania. Steven Eppinger (Cambridge, MA) teaches at the Alfred P. Sloan School of Management at MIT.