

# The Power of Product Platforms

Filesize: 1.28 MB

# Reviews

A very wonderful book with lucid and perfect answers. It is probably the most incredible book i have study. Its been designed in an exceptionally simple way and is particularly just after i finished reading through this publication by which in fact transformed me, alter the way in my opinion. (Macey Schneider)

DISCLAIMER | DMCA

### THE POWER OF PRODUCT PLATFORMS



To read **The Power of Product Platforms** eBook, please access the web link below and download the ebook or have accessibility to other information which might be highly relevant to THE POWER OF PRODUCT PLATFORMS book.

Free Press. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 8.9in. x 6.0in. x 0.9in.Most companies know that long-term success does not hinge on any single product but on a continuous stream of value-rich products that target growth markets. Yet many firms inexplicably develop one product at a time, and by doing so fail to embrace commonality, compatibility, standardization, or modularization among different products and product lines. At last, in this timely book, Marc H. Meyer and Alvin P. Lehnerd provide a formula for turning products into profits, enabling companies to design technologically superior products more easily. Their solution is, in two words, PRODUCT PLATFORMS. They argue that firms must focus their energies on developing families of products simultaneously which share common components and technology. The authors describe how the champions of product development separate themselves from less sophisticated companies by building entire families of strong products from a single platform of common product structures, technologies, and automated product processes. These successful companies recognize and respond to new market opportunities by integrating core skills and technology in the form of new products. In this easy-to-read and practical book, the authors masterfully elucidate this dynamic and forward-thinking strategy which enables companies to develop innovative products faster, more cheaply, and with less effort. Drawing on in-depth case studies and personal experience with successful companies such as Hewlett-Packard, EMC, Black and amp; Decker, and Boeing, Meyer and Lehnerd show managers how to create extraordinary products and thereby set the standard for combined value and cost leadership in their products. They argue that when a companys products are robusthighly functional, elegant in their design, reasonably priced, and a pleasure to usethe corporation will be equally robust. More importantly, The Power of Product Platforms reveals the methodology and organizational

Read The Power of Product Platforms Online
Download PDF The Power of Product Platforms

#### **Other Books**

[PDF] The Story of Patsy (Illustrated Edition) (Dodo Press) Click the web link listed below to read "The Story of Patsy (Illustrated Edition) (Dodo Press)" document.

Download PDF »

E	
н	
н	
н	
н	- 1
L	

[PDF] Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Click the web link listed below to read "Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade" document. Download PDF »

٢		
L		
L	=	
L		

[PDF] Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

Click the web link listed below to read "Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities" document. Download PDF »

_	
_	

[PDF] Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Click the web link listed below to read "Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade" document.

Down	heal	PDF	*
	louu	1 01	~

ſ	
L	=
l	= ]

# [PDF] History of the Town of Sutton Massachusetts from 1704 to 1876

Click the web link listed below to read "History of the Town of Sutton Massachusetts from 1704 to 1876" document. Download PDF »

Í	Ъ	
	<b>≡</b>	
Į		

[PDF] The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2 Click the web link listed below to read "The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2" document. Download PDF »