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	Nota di contenuto	Global Trends in Automotive Systems -- Global Market Trends -- Automotive Products and Systems -- Safety -- Comfort and Convenience -- Fuel Economy/Energy -- Environment -- Integrated Modules -- Management of Technology -- What Is Technology? -- What Is Technology Management? -- Challenges in Automotive Technology Management -- A Framework for Classifying Technology Management Challenges -- Meeting Technology Management Challenges -- Potential Responses -- Align Technology Strategy with Corporate Strategy -- Align Technology Processes, Resources, and Organization with Technology Strategy -- Globalize RandD -- Create a Balance among Central and SBU-Based RandD -- Be More Strategic in Technology Sourcing -- Codevelop -- Establish a Technology Intelligence Process -- Extract Maximum Value out of Technology -- Implementing Solutions -- Prepare for Change -- Pay Attention to the Unwritten Rules of the Game -- Use Appropriate Metrics -- Best Practice Case Studies -- Caterpillar -- Toyota -- Ford Motor Company -- IBM -- IPD Model Principles -- Benefits -- General Motors -- Delphi Automotive Systems -- Closing.
	Sommario/riassunto	This book provides instruction on how to make technology management more effective and efficient. It discusses several ways to

leverage technology development to get more value with fewer resources. Alignment, globalization, centralization/decentralization, sourcing, co-development, technology intelligence, and intellectual property are all extensively covered.