

1. Record Nr.	UNINA9910463854503321
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Titolo	The art of product design : changing how things get made / / Hardi Meybaum
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2014 ©2014
ISBN	1-118-88104-4 1-118-88103-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (242 p.)
Classificazione	BUS025000
Disciplina	658.5752
Soggetti	Product design - Technological innovations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Art of Product Design: Changing How Things Get Made; Copyright; Contents; Introduction the Digital Revolution Gets Physical; Chapter 1: Gearheads Get No Respect; Love at First Sight; Getting over the Wall; What I Discovered in America; Executive Takeaways; Chapter 2: Since the Potter's Wheel, the Most Important Tool in History; CAD History from the Cavemen in a Nutshell; Cloud Looms over the Picnic; I Looked up at the Cloud . . . and Saw the Ball Heading Straight at Me; Executive Takeaways; Chapter 3: A Million Engineers on the March We Set Out to Stop Reinventing the Wheel . . . and Ended up with Something UnexpectedFour Flywheels Driving Open Engineering; 1. A New Marketplace for Engineering Talent; 2. A Powerful Social Magnet; 3. A New Model of Engineering Education; 4. A New Workplace in the Cloud; Bottom Line: This Revolution Is Bottom Up; Executive Takeaways; Chapter 4: New Culture, New Tools Converge in the Cloud; All Heads Converge in the Cloud; Wrapping Heads around a New Business Model; The Exciting Part; Executive Takeaways; Chapter 5: Design Challenge: Break Down the Monastery Doors Who 's Taking the GrabCAD Challenge?General Openness; Sketching out a New Model for Design: Key Word Is "Collaboration"; If Big, Start by Opening Inward; Start-Ups: You and Whose Army?; It May Look Good on Paper . . . ; Executive Takeaways; Chapter 6: Here's My Prototype;

Please Kick the Crap Out of It; Virtual Is Virtuous . . .; . . . But We Still Need to Get Physical; Executive Takeaways; Chapter 7: Manufacturing: Here You Go; Make This; No More Colored Collars?; Offshoring: Amazingly Enough, It Works . . . So Far; Homemade: Now It Just May Be Viable; Robots That Speak CAD

The Earth Becomes Flat; Making "The Old Man" Virtual; What's the Outcome?; Executive Takeaways; Chapter 8: Marketing: Engineers Can Do It Better; As Close as Lips and Teeth; Make Your Engineers Dance; Put a Car on the Moon? Piece of Cake, Mate; The Marketing Treasure in CAD; Executive Takeaways; Chapter 9: The Puzzle Pattern Emerges; Piece by Piece; In the Factory; New Materials; Prototyping and Testing; Funding and Marketing; Collaborative Power; The Digital Force That Drives It Forward . . .; . . . And the Decisive Factor That Will Determine the Winners; End the Senseless Zombie Slaughter

The Winning Hand? Appendix; Dassault Systemes SA; Autodesk Inc.; PTC (Formerly Parametric Technology Corporation); Siemens PLM Software; Acknowledgments; Index

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#### Sommario/riassunto

"Embrace Open Engineering and accelerate the design and manufacturing processes. Product development is a team sport, but most companies don't practice it that way. Organizations should be drawing on the creativity of engaged customers and outsiders, but instead they rely on the same small group of internal "experts" for new ideas. Designers and engineers should be connecting with marketing, sales, customer support, suppliers, and most importantly, customers. The Art of Product Design explains the rise of "Open Engineering," a way of breaking down barriers and taking advantage of web-based communities, knowledge, and tools to accelerate the design and manufacturing processes. Explains how to establish open flows of information inside and outside an organization, increasing the quality and frequency of input from different groups and stakeholders. Hardi Meybaum is the founder and CEO of GrabCad, the largest community of mechanical engineers and designers in the world. Open Engineering is crowdsourcing, it's collaborating, it's sharing and connecting. And it's helping a growing number of companies create better products faster than they ever imagined. The Art of Product Design shows you how to harness its power for your company"--

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