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Autore	Meybaum Hardi
Titolo	The art of product design : changing how things get made // Hardi Meybaum
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Altri autori (Persone)	MeybaumHardi
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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 FlatMaking "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

Sommario/riassunto

"Embrace Open Engineering and accelerate the design and manufacturing processesProduct 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"--

2. Record Nr.	UNINA9910921008003321
Autore	Orero Sheila Aketch
Titolo	Cadence of Life : The Impact of the Seventh-Day Adventist Religion on the Everyday Life of the Massai People / / by Sheila Aketch Orero
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Soggetti	Ethnology - Africa Culture Africa - Religion Ethnology African Culture African Religions Ethnography
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	INTRODUCTION -- RESEARCH METHODOLOGY -- LITERATURE REVIEW -- CONCEPTUAL FRAMEWORK -- FINDINGS AND ANALYSIS -- CONCLUSION.
Sommario/riassunto	This book explores the multifaceted realities of religious conversion, challenging conventional notions of faith, identity, and change. Using sociological concepts of the study of every day and lived religion, it examines the lifestyles of the Adventist Massai in Arusha and Manyara. Guided by the multimodal approach, the study seeks to understand conversion from the Massai perspectives, highlighting their experiences of change, and the negotiations they undergo as reflected in their everyday practice and routines. About the author As a researcher focusing on Africa, Sheila Aketch Orero adopts a decolonial approach that prioritises African communities' narratives and lived experiences. Her research seeks to understand and document their everyday lives, ensuring their voices are central to her findings. Through immersive

fieldwork, participatory observation, and collaborative storytelling, she strives to produce academically rigorous scholarship deeply rooted in the lived experiences of African communities.
