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Collana	Wiley series in systems engineering and management
Altri autori (Persone)	WoodheadRoy (Roy M.)
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Soggetti	New products - Management Production planning Product management Success in business Organizational effectiveness Corporate culture
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	STIMULATING INNOVATION IN PRODUCTS AND SERVICES; CONTENTS; FOREWORD; PREFACE; ACKNOWLEDGMENTS; 1 INTRODUCTION; The Meaning of Function; Reading FAST; FAST Logic; Some Observations; What Have We Learned?; Applying FAST to Hardware Products; Reading a FAST Model; Analyzing a FAST Model; Some Unique Ways That a FAST Model Has Been Used; How It All Began; Toward an Innovation Process; Who Models Functions?; Why an Interdisciplinary Team?; Team Makeup; Unlocking Practical Ingenuity; When Should We Use FAST?; Fundamental Questions; Distinguishing Between Problem and Opportunity Difference Between FAST Diagrams and FAST Models Validating Function Models; Outline of This Book; 2 PROBLEM-SOLVING TECHNIQUES; Verb-Noun Function Technique; Fuzzy Problem Technique; Setting Up the

Problem in the Fuzzy Problem Technique; Hierarchical Technique; Verb-Noun and Fuzzy Problem Techniques Within the Hierarchical Technique; Closing Remarks; 3 FUNCTION ANALYSIS; Function Analysis Syntax; Active Verbs; Measurable Nouns; Using Two Words to Describe Functions; Defining and Classifying Functions; Types of Functions; Extrinsic Functions; Intrinsic Functions; Basic Functions Secondary FunctionsPractical Definitions; Rules Governing Basic Functions; Function Identification Example; Random Function Determination; Levels of Abstraction; Function and Component Selection; Function Cost Matrix; Simplifying the Process; Closing Remarks; 4 FUNCTION ANALYSIS SYSTEM TECHNIQUE; Process Overview; Some Misconceptions; "As Is" Versus "Should Be" Models; Syntax Used to Create and Read a FAST Model; Reading How-Why and Our Intentions; How-Why Versus Why-How Orientation; Reading When to Consider Causality and Consequential Functioning; Key Elements of a FAST Model; Scope Lines Highest-Order Function(s)Lowest-Order Function(s); Basic Function(s); Content; Requirements or Specifications; Dependent Functions; Independent (Support) Functions; Logic Path Functions; Articulating Theories in FAST; Variations of How-Why Questions; Considering And-Or Along the Logic Path; Considering And in the When Direction; Considering Or in the When Direction; FAST Model-Building Process: Product Example; Expanding the Number of Functions; Case for Using Active Verbs; Purpose of Expanding Functions; Avoiding Duplicate Functions; Starter Kit Functions Preparations for Building a FAST ModelBuild How and Test Why; Relationship of the Left Scope Line to the Basic Function; Right Scope Line; Left Scope Line; What's the Problem?; Defining the Problem; Three Questions Before Starting the FAST Process; How the Strategic Questions Are Asked in a Workshop; Symbols and Notations Used in FAST Modeling; Taking Exception to the FAST Rules; Independent Functions Above the Logic Path, Activities Below the Logic Path; No Activities in the Major Logic Path; Only Two Words Used to Describe Functions; Loop-Back Modeling; Validating the Logic Flow Exploration Drilling Model

## Sommario/riassunto

Practical techniques to help any organization innovate and succeedIn this groundbreaking book, internationally acclaimed authors demonstrate that innovation can be mastered via systematic and replicable methods. Following careful instructions and guidelines, readers discover how to foster the ingenuity that resides within all organizations and how it can be most efficiently and effectively used to create value. At the core of this book is the Function Analysis Systems Technique (FAST). FAST is a powerful mapping technique that graphically models projects, products, and proce