



The Lean Product Development Guidebook: Everything Your Design Team Needs to Improve Efficiency and Slash Time to Market

By Ronald Mascitelli

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The Lean Product Development Guidebook describes over two dozen powerful and practical methods for slashing development waste and improving resource utilization, spanning the full spectrum from inception to successful product launch. An integrated methodology for slashing time to market is presented, based on best in class practices gathered from Toyota Motor Company and many other leading firms. This book includes over 150 figures and diagrams, and is rich with real-world examples and step-by-step instructions. A comprehensive and immediately deployable approach to maximizing speed and profitability.

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Editorial Review

About the Author

Ronald Mascitelli, PMP is a recognized leader in the development of advanced methods for new product development, with an emphasis on eliminating non-value-added waste, maximizing team productivity, and enhancing profitability. He currently presents his proprietary workshops and seminars internationally, and has created company-specific training programs for dozens of leading firms, including Boston Scientific, Lockheed-Martin, Boeing, Adidas Group, Parker-Hannifin, New Balance Athletic Shoes, Inc., Anderson Windows and Doors, L3 Communications, Goodrich Aerospace, Allen-Bradley, Raytheon Systems Company, and Applied Materials. Mr. Mascitelli served as both Senior Scientist and Director of Research and Development for Hughes Electronics and the Santa Barbara Research Center. His industry experience includes management of advanced technology development programs for the Department of Defense, the Defense Advanced Research Projects Agency, Lawrence Livermore Laboratory, NASA, the Army Night Vision Laboratory, and the Department of Energy. He also served as Program Manager and Technical Director on several Strategic Defense Initiative (SDI) programs, and numerous commercial development projects. Since founding Technology Perspectives in 1994, Mr. Mascitelli has published over twenty papers and technical articles in major journals, including the International Journal of Technology Management and The Journal of Product Innovation Management, and is a contributing author for IEEE's Technology Management Handbook. Mr. Mascitelli is the author of four books, including the critically acclaimed Building a Project-Driven Enterprise, and The Lean Design Guidebook.

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