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from

Flexible Product Development

by

Preston G. Smith

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Praise for *Flexible Product Development*

"Speed has always been a critical element in the product design process. But, as Preston Smith points out, one must be extraordinarily flexible as well in one's development and innovation processes. In the light-speed world we live in today, as Smith so poignantly points out, one's ability to use intelligent, knowledge based flexibility is an imperative to winning each day, every day."
—Michael D. Thieneman, executive vice president and chief technology officer, **Whirlpool Corporation**

"Preston's previous book, *Developing Products in Half the Time*, was chock-full of time-to-market gems. This one goes further, showing time-to-market in a new light and providing even more wisdom that's right on for today."
—Chuck Blevins, director, Office of Program Management, **LifeScan, Inc. (Johnson & Johnson)**

"Preston provides exceptionally detailed treatment of techniques to help any Program Manager lead difficult, constantly changing projects. His many examples show how these tools work in the real world."
—Jim Callahan, senior program manager, **C-Cor**

"This book addresses what's concerned me lately: how to make product development more effective and quicker. It emphasizes that Project Leaders should manage decisions and risk rather than tasks and processes, because decisions are what really drive the project."
—James Joseph Snyder, product development manager, **Medtronic, Inc.**

FLEXIBLE
PRODUCT
DEVELOPMENT

Flexible Product Development

Agile Hardware Development to Liberate Innovation

Revised Edition

Preston G. Smith

Foreword by John S. Farnbach

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This book provides a broad assortment of tools, techniques, and approaches for making your product development process more flexible. All of these are powerful and can provide great benefit but also can be harmful if misapplied. The author has attempted to provide cautions in many cases, but the pitfalls are too numerous to cover completely. Also, the author has not seen your development environment so cannot anticipate the conditions you may encounter. Therefore, these tools, techniques, and approaches should be implemented only by seasoned managers and experienced team leaders who understand the risks involved and the intricacies of their development process. While the author has used his best efforts in preparing this book, he makes no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaims any implied warranties of merchantability or fitness for a particular purpose. The author shall not be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

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