



Chapter 2: Development Processes and Organizations

Chapter 3: Opportunity Identification

Chapter 4: Product Planning

Chapter 5: Identifying Customer Needs

Chapter 6: Product Specifications

Chapter 7: Concept Generation

Chapter 8: Concept Selection

Chapter 9: Concept Testing

Chapter 10: Product Architecture

Chapter 11: Industrial Design

Chapter 12: Design for Environment

Chapter 13: Design for Manufacturing

Chapter 14: Prototyping

Chapter 15: Robust Design

Chapter 16: Patents and Intellectual Property

Chapter 17: Product Development Economics

Chapter 18: Managing Projects

Many More-Focused Development Methods

EXHIBIT 1-4 The product development process. The diagram shows where each of the integrative methods presented in the remaining chapters is most applicable.

