The Lean Design Guidebook: Everything Your Product Development Team Needs to Slash Manufacturing Cost (The Lean Guidebook Series)

By Ronald Mascitelli

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The Lean Design Guidebook describes eighteen powerful and practical tools for product development teams that enable dramatic manufacturing cost reduction. The emphasis is on team activities that can create breakthroughs in material, labor, and overhead cost, while maintaining the highest quality and value for customers. An integrated approach to the application of these waste-eliminating tools is described, along with proven methods for training and deployment within a single team, or an entire organization. This is a highly readable book for practitioners in all fields related to product design and development, including design team members, team leaders, managers, and organizational improvement champions. The book makes extensive use of graphics (over 150 figures and diagrams) and is rich with real-world examples and step-by-step descriptions. A bibliography, a comprehensive glossary, and an index are provided.

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Editorial Review

About the Author
Ron Mascitelli, PMP (Project Management Professional) is a recognized leader in the development of advanced product design and development methods. He presents his workshops and seminars internationally, and has created company-specific lean product development training programs for a number of leading firms, including Parker Hannifin, Harris Corporation, Goodrich Aerospace, Hughes Electronics, Rockwell Automation / Allen-Bradley, and Applied Materials.

Ron 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 product development projects for the Department of Defense, the Defense Advanced Research Projects Agency (DARPA), Lawrence Livermore Laboratory, NASA, and the Department of Energy. In addition to his product development experience, Ron served as both program manager and technical director for several manufacturing technology (Mantech), producibility, and flexible manufacturing initiatives.

Ron Mascitelli has worked with over sixty companies in ten countries to improve their product development performance and product-line profitability. In addition, he has published more than twenty papers and technical articles in major journals and trade publications, 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. He is also the author of the critically acclaimed book, Building a Project-Driven Enterprise: How to Slash Waste and Boost Profits Through Lean Project Management.

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