Schlick / Demissie

Product Development Projects

Dynamics and Emergent Complexity

This book presents an analysis of the dynamics and the complexity of new product development projects which are organized according to the concept of concurrent engineering. The approach of the authors includes both a theoretical and an empirical treatment of the topic, based on the theory of design structure matrices. Readers will discover diverse perspectives and mathematical models, as well as an extensive discussion of two case studies.

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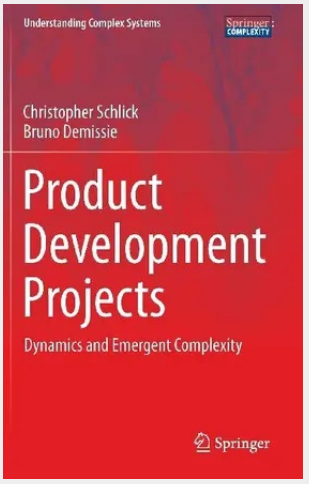

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