



# Revolutionizing Product Development: Quantum Leaps in Speed, Efficiency, and Quality

*Steven C. Wheelwright*

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A company's capability to conceive and design quality prototypes, and bring a product to market quicker than its competitors is increasingly the focal point of competition, according to the authors of this book. At the core of a successful new product launch is management's ability to integrate the marketing, manufacturing, and design functions for problem solving and fast action, particularly during the critical design-build-test cycles of prototype creation. Companies that consistently "design it right the first time" have a formidable edge in the crucial race to market.

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