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The Power of Product Platforms

By Marc H. Meyer

Free Press. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 8.9in. x 6.0in. x 0.9in. Most companies know that long-term success does not hinge on any single product but on a continuous stream of value-rich products that target growth markets. Yet many firms inexplicably develop one product at a time, and by doing so fail to embrace commonality, compatibility, standardization, or modularization among different products and product lines. At last, in this timely book, Marc H. Meyer and Alvin P. Lehnerd provide a formula for turning products into profits, enabling companies to design technologically superior products more easily. Their solution is, in two words, PRODUCT PLATFORMS. They argue that firms must focus their energies on developing families of products simultaneously which share common components and technology. The authors describe how the champions of product development separate themselves from less sophisticated companies by building entire families of strong products from a single platform of common product structures, technologies, and automated product processes. These successful companies recognize and respond to new market opportunities by integrating core skills and technology in the form of new products. In this easy-to-read and practical book, the authors masterfully elucidate this dynamic and forward-thinking strategy which enables companies...


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