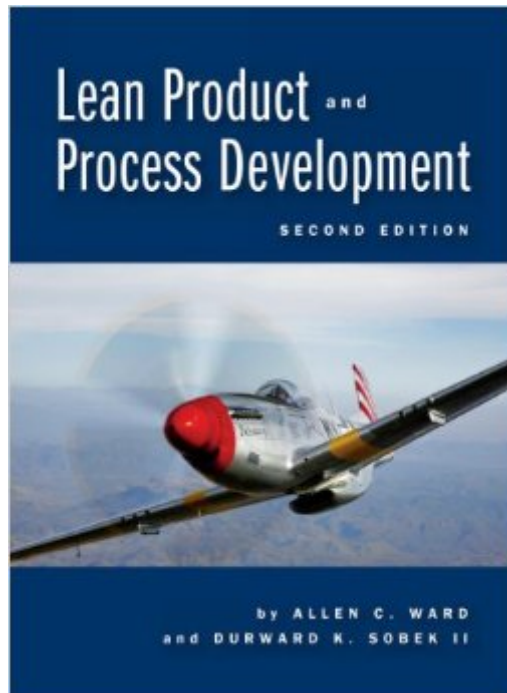


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# Lean Product And Process Development



## Synopsis

"The P-51 Mustang "perhaps the finest piston engine fighter ever built" was designed and put into flight in just a few months. Specifications were finalized on March 15, 1940; the airfoil prototype was complete on September 9; and the aircraft made its maiden flight on October 26. Now that is a lean development process!" — Allen Ward and Durward Sobek, commenting on the development of the P-51 Mustang and its exemplary use of trade-off curves. — Shingo Research and Professional Publication Award recipient, 2008.

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## Customer Reviews

Reading the first edition of the book really helped me understand Lean Product Development, which led me to reading all other materials available on the subject. Despite my search far and wide, this book remains the number one book on my list by a wide margin. The second edition does absolute wonders in resolving some of the problems with the first edition. The addition of case studies really helps in convincing the reader that it really works in the real world. The case on Scania was revealing especially on the very seldom revealed aspects of modular design. The Ford case shows a huge transformation of a gigantic organization. The Ping story reveals details on the power of causal maps and tradeoff curves in developing extremely competitive products. And the Menlo case shows the finest example of Lean concepts applied to the software industry. There have been significant additions in the main text as well. I am delighted to see more concrete examples of causal diagrams and tradeoff curves. Addition of the LAMDA is also a big contribution to making this book up to date. All in all I consider the second edition as an entirely new book so those who have

the first edition would benefit hugely by buying and reading the second edition. A word of caution though. This book is not only long, it has a very high idea density. Don't expect to browse through this book or to read it in one sitting. This book condenses the content of 3 books into one. You have to reflect after reading every chapter to let the new and often counter-intuitive ideas sink in. This book is great for group reading and discussion. I would recommend that readers try to read this during the course of a few months to really absorb all the ideas.

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