Managing the Design Factory

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The man who launched a revolution in product development with his bestselling *Developing Products in Half the Time* is back with a new book that's also certain to be a classic. In *Managing the Design Factory* Donald G. Reinertsen presents concepts and practical tools that will be invaluable for anyone trying to get products out of the pipeline and into the market.

The first book to put the principles of World Class Manufacturing to work in the development process, *Managing the Design Factory* combines the powerful analytical tools of queuing, information, and system theories with the proven ideas of organization design and risk management. The result: a methodical approach to consistently hit the "sweet spot" of quality, cost, and time in developing any product. Reinertsen illustrates these concepts with concrete examples drawn from his work with many leading companies across different industries.

Fresh and thought-provoking, the book challenges many of the conventional approaches to product development. "There are no best practices," Reinertsen writes, "the idea of best practices is a seductive but dangerous trap." Unlike other books that promote rules and rituals based on benchmarking "best practices," this book focuses on practical tools that account for varied situations. He breaks new ground with a disciplined, quantitative approach for making decisions on critical issues: When should we use a sequential or concurrent process? Centralized or decentralized control? Functional or team organizations?

Full of practical techniques, concrete examples, and solid general principles, this is a real toolkit for product developers. Moreover, it is written with the clarity, precision, and humor that are Reinertsen's trademarks. He promises to challenge the thinking of anyone involved in product development.

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