John Stark Associates announced the publication of Products2019: A project to map and blueprint the flow and management of products across the product lifecycle: Ideation; Definition; Realisation; Support of Use; Retirement and Recycling.

This book helps understand what happens in a company as products progress from their beginning of life through to their end of life. It narrates an MBA research project to find out, for a newly appointed CEO, what takes place with the company’s products from their beginning to their end. The book follows the project’s three-fold approach across the company’s sites. Key executives, managers and Subject Matter Experts were interviewed to understand the flow of product-related activities and information, and the applications supporting them. Business processes and operating procedures were reviewed. Interviewees outlined the issues they faced in their product-related activities and proposed suggestions for improvement. The book describes some of the project’s deliverables including:

- Identification of the many ways in which different products evolve from different starting situations to different end points
- Development of simple models to help explain what happens with products from beginning to end of life
- Proposals for next steps to benefit from the project’s findings

Readership
- Company managers looking to improve product-related performance
- Members of a company’s Product Innovation, Product Lifecycle Management (PLM), Model-Based Systems Engineering (MBSE), Industry 4.0, Sustainable Products, and Digital Transformation teams
- Members of software companies proposing product-related applications such as Product Management, Product Portfolio Management (PPM), Product Data Management (PDM), Enterprise Resource Planning (ERP), Configuration Management, PLM, and Computer Aided Design (CAD)
- Consultants wanting to broaden their knowledge of a company’s product-related operations
- Students on Product Development, Product Management, Engineering, and PLM courses
- All those interested in seeing how a company’s products start their life and what happens in a company throughout the rest of their life

Benefits
- Understand what happens with a manufacturing company’s products across their lifecycle
- Be aware of the product-related roles of more than 50 executives, managers and others
- Discover the documents and applications used at different times in the product lifecycle
- Find out about product-related business processes
- See product-related issues and potential improvement activities

About the Author
John Stark has worked with and advised more than 100 manufacturing companies in more than 20 countries. He has experience in all areas of the product lifecycle with companies in a wide range of industry sectors. He’s the author of Product Lifecycle Management: 21st Century Paradigm for Product Realisation, the most popular publication about PLM. Stark received his BSc and PhD degrees from Imperial College, London.

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More Information