September, 2020: Press Release for *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*

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 taking 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.

*Book Details*

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