

AD420 • ME444 • MKTG594 Motorola Project
Fall Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts
Albert Page, Marketing, College of Business Administration
Michael J. Scott, Engineering, College of Engineering**Recommended Readings****Reference Books on Product Development****Books****1. New Products Management** (6th ed.) - by Crawford and DeBenedetto. Irwin, McGraw-Hill(2000). ISBN #0-07-027552-1.

Perhaps the best textbook survey of how to do product development from a business perspective. Chapters 4-7 are summaries of the methods of ideation and concept generation. Chapter 8 describes the overall approach to evaluating new product concepts. Chapter 9 is an excellent description of concept testing. Chapter 10 summarizes how to screen new product concepts. Chapter 16 explains product use testing. Chapters 19 and 20 presents the various kinds of market testing.

2. Creating Breakthrough Products - by Cagan and Vogel. Prentice Hall (2002). ISBN #0-13-969694-6.

An excellent overview of the Fuzzy Front End of product development from an integrated design/engineering/business point of view. Worth reading.

3. Product Design: Techniques in Reverse Engineering and New Product Development -by Otto and Wood. Prentice Hall (2001). ISBN #0-13-021271-7.

A comprehensive reference for many topics in product development from an enlightened engineering point of view. Thick.

4. Product Design & Development -by Ulrich and Eppinger. McGraw-Hill. ISBN #0-07-065811-0.

Chapters 3 on "Identifying Customer Needs" and Chapter 4 on "Establishing Product Specifications" tie into the course lectures on user research.

5. The Design Dimension, The New Competitive Weapon for Business -by Christopher Lorenz. Basil Blackwell, Inc. ISBN #0-631-15549-X.

The following chapters tie into the initial class sessions on the importance of having design, marketing and technology as equal partners in the product development project:

1. The Power of Design; 2. More than Just a Pretty Face; 3. The Marketing Conundrum; 4. Towards a New Era

6. Organizing Genius: The Secrets of Creative Collaboration -by Warren Bennis and Patricia Biederman. Perseus (1998). ISBN #0-20-133989-7.

Chapter 5 discussing Lockheed Martin's *Skunk Works* is highly recommended.

Articles**Concurrent Engineering** -by Stephen Melamed, Product Design & Development (A Chilton Publication) p.21-23, Volume 46, No. 3, March, 1991**Required Reading****Snow Crash** -by Niel Stephenson. Bantam (2000). ISBN #0-553-380958
A novel that combines virtual reality and myth into a cyberage thriller.