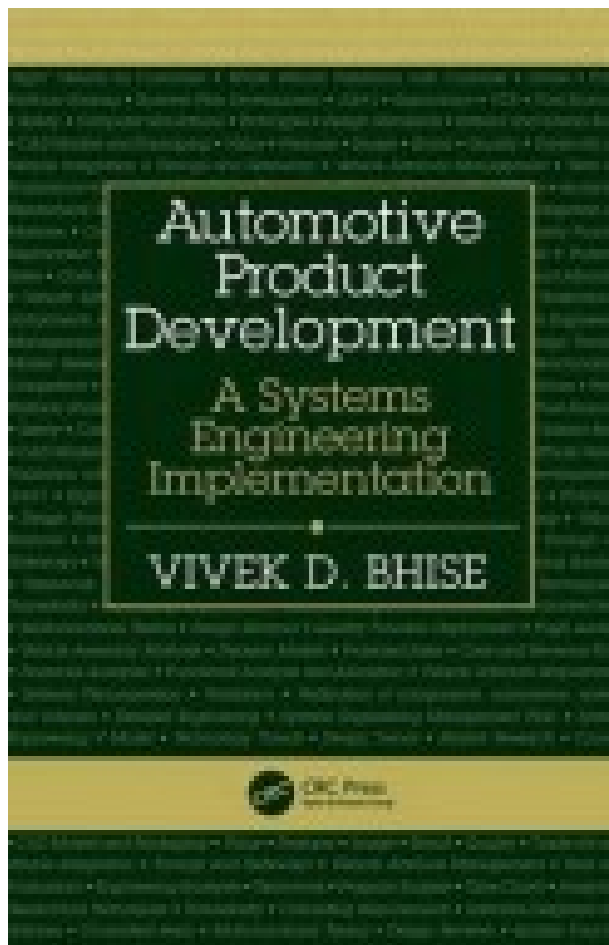


Automotive Product Development



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This book is about how to develop future automotive products by applying the latest methodologies based on a systems engineering approach and by taking into account many issues facing the auto industry such as meeting government safety, emissions and fuel economy regulations, incorporating advances in new technology applications in structural materials, power trains, vehicle lighting systems, displays and telematics, and satisfying the very demanding customer. It is financially disastrous for any automotive company to create a vehicle that very few people want. To design an automotive product that will be successful in the marketplace requires carefully orchestrated teamwork of experts from many disciplines, substantial amount of resources, and application of proven techniques at the right time during the product development process. Automotive Product Development: A Systems Engineering Implementation is intended for company management personnel and graduate students in engineering, business management and other disciplines associated with the development of automotive and other complex products.

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