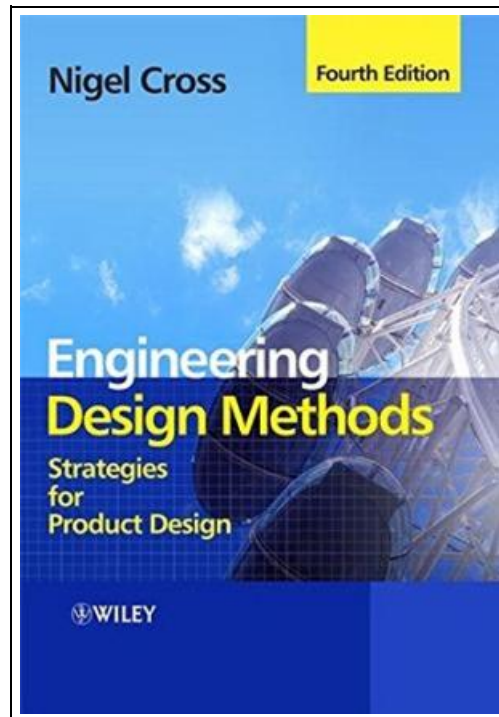


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ENGINEERING DESIGN METHODS: STRATEGIES FOR PRODUCT DESIGN



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Wiley. Paperback. Condition: New. 230 pages. Dimensions: 9.6in. x 6.5in. x 0.6in. Written in a clear and readable style by an experienced author of teaching texts, *Engineering Design Methods* is an integrated design textbook that presents specific methods within an overall strategy from concept to detail design. It also outlines the nature of design thinking, and sets it within broader contexts of product development and design process management. The book is much more than a manual of procedures; throughout, there is discussion and explication of the principles and practice of design. Building on the outstanding success of the previous three editions, this new edition cements the position of *Engineering Design Methods* at the forefront of engineering and industrial design as an essential text not only for students and lecturers but also for practitioners. The book promotes a flexible approach to the design process, and provides explicit, step-by-step advice on how to implement several separate design methods that have been shown to be of value in both education and practice. This revised fourth edition - promotes a flexible approach to the design process, provides explicit, step-by-step advice on how to implement several separate design methods that have been shown to be of value in both education and practice, contains new case studies and examples from industry that further broaden the scope of the book from engineering design into product design, includes a significant new chapter presenting user scenarios; a procedure for investigating potential product user wants and needs, that culminates in a design brief identifying an opportunity for developing a new product concept, features a book companion website with powerpoint slides for instructors. Reviewers comments: *Engineering Design Methods* is a valuable contribution to the engineering design literature. The engineering design methods presented are those that are of practical significance and the book is...



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