



# **Integrated Product and Process Design and Development: The Product Realization Process (Environmental & Energy Engineering)**

*Edward B. Magrab*

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The Integrated Product and Process Design and Development (IP2D2) method is quickly becoming the new standard for the rapid creation of competitively priced, high-quality products. IP2D2 indicates, in the broadest sense, the overlapping, interacting, and iterative nature of all of the aspects of the product realization process. The method is a continuous process whereby a product's cost, performance and features, value, and time-to-market lead to a company's increased profitability and market share. This new text/reference reflects the sweeping changes this approach has brought to traditional engineering design courses and to industry.

Carefully organized, with sections on each major stage of the approach, Integrated Product and Process Design and Development: The Product Realization Process is the first complete treatment of this new direction in engineering. The book is designed to help you cultivate an attitude toward design that encourages creativity and innovation, while considering the equally important considerations of customer requirements and satisfaction, quality, reliability, manufacturing methods and material selection, assembly, cost, the environment, and scheduling. Extensively class tested in senior- and graduate-level engineering design courses at the University of Maryland, the book gives equal time to conceptual and practical aspects. As each concept is introduced and explained, two book-long examples provide you with a realistic sense of how a product's creation progresses through its various stages. Numerous checklists and other practical guidelines help you learn to apply the IP2D2 method to your own work.

Students and newly graduated engineers will appreciate the modern perspective that more nearly reflects what they will encounter in practice than what is obtainable in traditional texts. For more experienced practicing engineers, this is the new information they need to keep up with recent rapid changes and stay marketable today and in the future.

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