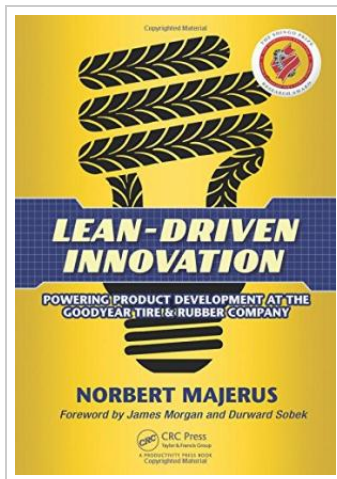




Lean-Driven Innovation: Powering Product Development at the Goodyear Tire Rubber Company

By Norbert Majerus, George Taninecz

Apple Academic Press Inc., Canada, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book. In 2005, Goodyear's research and development (RD) engine was not performing up to its full potential. The RD organization developed high-quality tires, but the projects were not always successful. Goodyear embarked on a major initiative to transform its innovation creation processes by learning, understanding, and applying lean product development principles. Within five years, Goodyear saw its product development cycle times slashed by 70 percent, on-time delivery performance rise close to 100 percent, and throughput improve three-fold - all achieved with no increase in the RD budget. Lean-Driven Innovation: Powering Product Development at The Goodyear Tire Rubber Company describes in great detail how the Goodyear team was able to achieve such significant improvements. Revealing the ups and downs of this successful transformation, the book shares experiences of how this seismic change was managed, how people were engaged, and how Goodyear dramatically reinvigorated its product development and innovation processes-and, in the process, delivered substantial more value to customers and to the company. The book also explains how lean product development helped Goodyear dramatically improve revenue by having every new product available...



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