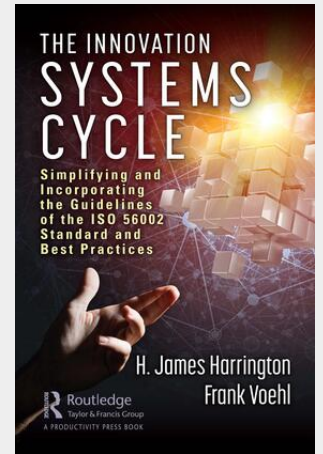


The Innovation Systems Cycle

Simplifying and Incorporating the Guidelines of the ISO 56002 Standard and Best Practices

Currently, the prime focus for US business plans should not be on the manufacturing process design and delivery processes, but on greatly improving innovation leadership, design engineering capability, and sales and marketing innovation. These three areas have been sadly lacking significant performance improvement during the past 20 years. The magic word for US business is "simplification." Most of the books written to date focus on the solution development aspect of the Innovation System Cycle, which is less than 15% of the total innovative system. Focusing on solution development is only the start -- the rest of the innovation system cycle is what turns an idea into a profitable business. The techniques in this book are directed at key tasks across the innovative process, such as maximizing quality, productivity, maintainability, usability, and reliability, while focusing on reducing the product cycle time and costs within the innovative process. This book uses more than 50 different approaches/concepts, which leads the reader in a very simple method for understanding, establishing, and effectively using an innovative system to provide a significant marketing advantage. Previous books have focused on what to do; however, this book focuses on how to do it. It transforms a complicated complex system into easy-to-use and understand methodology.



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