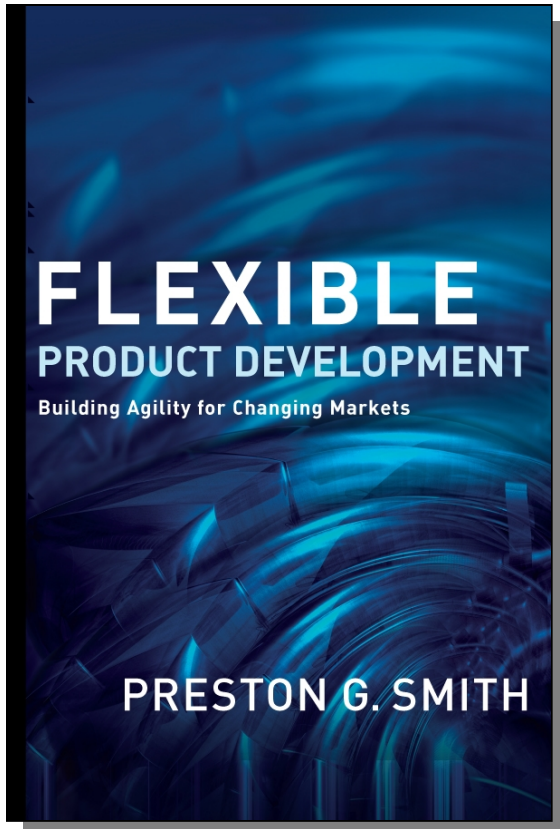


# Flexible Product Development: Building Agility for Changing Markets

Preston G. Smith



ISBN: 0-7879-9584-3  
US\$39.95  
In stores September 28, 2007

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In this landmark book, Preston Smith attributes the recent decline in innovation to pressure from financial markets that drives management toward rigid development approaches such as phased development processes, Six Sigma, and project office. These processes have unintentionally (but effectively) made changes during development more difficult, disruptive, and expensive, while the need for change continues at an accelerating pace.

This hands-on resource provides the tools and strategies needed to restore flexibility to any organization and remove the obstacles that stand in the way of responsive new product development. Preston Smith introduces approaches that can enhance development process flexibility by creating and maintaining development options, delaying decisions, and, in general, reducing the cost of change. Step-by-step, he explains the basics of flexible product development, provides a broad array of flexibility-enhancing tools, and guides the reader in modifying the organization's values to embrace this new way of operating.

*Flexible Product Development* was inspired by the great gains in flexibility made in the allied field of software development by the agile software movement. While software agility depends on unique characteristics of the software medium, this book supplies a comparable set of effective tools for developing new non-software products.

For companies both large and small, that need to become more limber in launching new products, *Flexible Product Development* offers a guide for an age of change.

For more information, visit <http://flexibledevelopment.com/flexible-product-development.htm>

#### About the Author:

**Preston Smith** is a leading thinker in the product development community and consults with companies as diverse as Herman Miller and Welch Allyn. His book *Proactive Risk Management* won the David I. Cleland Project Management Literature Award from the Project Management Institute. Smith is book review editor of the *Journal of Product Innovation Management* and is a Certified Management Consultant.

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