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with John Oliver (HBO) Good
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Essential*

'Good Products, Bad Products...' was a book I won from a giveaway on Goodreads. This book was a very interesting read. I as a person who does not think about all the aspects that need to go into creating a good product, this book opened my eyes to that. The author does a nice job of explaining the many aspects of a quality product.

Good Products, Bad Products
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Achieving Superior Quality.
Good Products Bad Products
is a very detailed book on
how to improving the quality
of products not just in
terms of performance and
profits, but also in terms
of human-fit, aesthetic,
craftsmanship, and eco-
friendliness. Although this
book was written in the
context of the industrial
products, the content is
still extremely useful for
anyone who involved in any
kind of product design and
creation regardless your ...

*Book Summary: Good Products
Bad Products by James L.
Adams*

In Good Products, Bad

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Products, you'll learn how to: Maximize your product's performance—and minimize the cost Appeal to your customer's emotions—with elegance and sophistication Make sure your product is a perfect fit—that's human, cultural, and global With competition growing stronger and fiercer every year, product quality has become the number-one factor in a company's success.

*Good Products, Bad Products:
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Good Products, Bad Products:
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Products, Bad Products “This book takes us beyond manufacturing quality to components of overall product quality that are often given too little attention. They are essential, ... - Selection from Good Products, Bad Products: Essential Elements to Achieving Superior Quality [Book]

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“This book is the most comprehensive discussion of all the elements that go into producing superior products that I have read. I have thought a lot about quality over many years, yet the thinking reflected throughout [this] discussion is a real eye-opener for me. For anyone seriously interested in quality, this is a must read.”—Donald E. Petersen, retired President and Chairman, Ford ...

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He incorporates significant breadth of insight and intellectual contributions, from many sources, spanning different eras of thinking. His book *Good Products, Bad Products: Essential Elements to Achieving Superior Quality* develops new understanding on related critical issues in a manner previously unarticulated. This must-read book would

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In *Good Products, Bad Products*, you'll learn how to: : Maximize your product's performance and minimize

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the cost Appeal to your customer's emotions with elegance and sophistication. Make sure your product is a perfect fit that's human, cultural, and global. With competition growing stronger and fiercer every year, product quality has become the number-one factor in a company's success.

*Good Products, Bad Products:
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featuring case studies of
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What is the secret behind every successful product? Why are people willing to pay more for a BMW than a Chevrolet? How could Apple iPhones represent only 4% of the world's cell phone market in 2011 but take in 50% of the profits? The answer is quality. In this provocative new book, bestselling author James L. Adams provides a brilliant, in-depth look at the powerful but elusive qualities that can make or break a product's success. A must-read for managers,

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designers, manufacturers, and marketers, this groundbreaking approach will change the way you think about your product—and show you why it's more important than ever to deliver the highest quality possible. In *Good Products, Bad Products*, you'll learn how to:

- Maximize your product's performance—and minimize the cost
- Appeal to your customer's emotions—with elegance and sophistication
- Make sure your product is a perfect fit—that's human, cultural, and global

With competition growing stronger and fiercer every year, product quality has become the number-one factor in a

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company's success. Adams points out that there will always be a stable demand for a high-quality product. By addressing every aspect of product quality—from the technical to the practical to the aesthetic—you can develop a product that your company will be proud of and your customers will love. Along the way, you'll hear fascinating case studies of famous brands that became victims of their own success—like Kodak, IBM, Zenith, and GM—and struggled to recover lost ground. You'll see how some countries like Japan surged ahead by offering better products than anyone on the

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globe. You'll learn how some U.S. manufacturers remained successful in spite of the foreign market's lower wages. And you'll discover the top industry secrets for prioritizing quality throughout the company, delivering products that are the best in their class. Now more than ever, quality matters. Good Products, Bad Products gives you the edge—so you can give your customers the best product possible. James L. Adams is professor emeritus at Stanford University, where he chaired several programs, taught courses on design and creativity, and participated in many executive programs.

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Trained as an engineer and artist, he has conducted corporate workshops around the world and has written the bestselling guide to creativity and innovation, *Conceptual Blockbusting*.

Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-oriented plans for real-world results.

An introduction to the manufacturing industry *Essential Manufacturing* provides a comprehensive

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introduction to the wide breadth of the manufacturing industry. There is a need for all engineering and business students to understand the importance and context of the manufacturing industry. An engineer should have a well rounded appreciation of all aspects of the industry they work in, including manufacturing. This is evidenced by professional bodies expecting all accredited engineering courses to provide students with a background that allows them to see their own specific discipline in context. Similarly, business students will often find

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themselves dealing in some way with manufactured products or even be directly involved in manufacturing operations management. This book will cover the full spectrum of the manufacturing industry to provide a holistic appreciation of the topic but with enough detail to be of practical use. The book begins with an introduction to the manufacturing industry, its history, and some important manufacturing concepts. The materials used in manufacturing and how they are produced are covered. This is followed by a more detailed description of the more common

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manufacturing processes, their application, and the types of automation used in the manufacturing industry. Consideration is then given to the important aspects of manufacturing operations management and production planning and control, work study, and manufacturing economics. How to maintain quality in the manufacturing process, including metrology, is examined and this is followed by human factors in manufacturing. Finally, a speculative look at the future of manufacturing is included. Key features: Takes a self-contained approach. Includes review questions. Suitable

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as an introduction for more advanced study. Satisfies the requirements of college and first and second year university engineering courses. The book provides a comprehensive, concise introduction to the manufacturing industry for engineering and management students.

Revised and Updated,
Featuring a New Case Study
How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a

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pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal’s years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-

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up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

Many entrepreneurs and

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companies struggle with taking an idea and delivering their product in the marketplace. Product Marketing Debunked provides a window into taking unformed concepts and ideas - and creating a proper strategy and go-to-market plan for commercializing a product. The go-to-market framework shared in the book can be applied to a number of products, verticals, and industries. While this book is most useful for the Business to Business (B2B) world, it can also be applied to Business to Consumer (B2C) companies as well. You can use the framework as a starting

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point and add and remove things that make more sense for your industry and growth stage. The book includes a go-to-market checklist and other tested frameworks that every company or entrepreneur should use before launching a product.

I was pleased to review Dan's new book - pleased because he addresses an old topic in a new way. He is making no assumptions for trainers who are not fully experienced and seasoned. He takes them step-by-step through practical and realistic methods to set up training graduates to actually be on-the-job

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performers. Enjoy, learn and be inspired. Jim Kirkpatrick, PhD Senior Consultant, Kirkpatrick Partners, USA Daniel Bixby's approach to Product Training for technical experts is practical, relevant and exactly what anyone who is required to train others on technical content really needs. He writes with candor and with a sense of ease, making the reader feel as though he is right there with you helping to develop your training competency. A must read for anyone on your team required to provide technical training to others! Jennifer Alfaro Chief Human Resources

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Officer, USA An expert guide to developing and delivering technical product training programs While there are many books on talent development, leadership training, and internal training program development, there are precious few offering subject matter experts (SME's) guidance on training others to get the most out of their products. Written by a training expert with many years of experience working at top technology companies, Product Training for the Technical Expert fills that yawning gap in the training literature by providing technical experts

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with a comprehensive handbook on becoming effective product training

instructors. When new technology is rapidly transformed into products for popular consumption, technical experts, such as engineers, and other subject matter experts, are the ones tasked with instructing the public on their use.

Unfortunately, most them have little or no prior experience or training in adult education and don't have a clue about how to transfer their knowledge to others. In this book, author Daniel W. Bixby draws upon his vast experience developing and delivering

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training programs at Honeywell, Delphax, Telex, Bosch, and TE Connectivity, among other technology companies, to arm SMEs with the knowledge and skills they need to add “Product Training Specialist” to their resumes. Addresses an area of training too often overlooked and ignored in the professional literature Equips SMEs with the tools they need to become effective product instructors Covers both the educational and business aspects of product training for SMEs Packed with tables, illustrations, problem-and-solution sets, tutorials, enlightening real-world

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instructors looking to
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hone their skills. It also
makes an excellent course
text for graduate-level
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Cook uses case studies to demonstrate how engaged employees assist the progress of their organization. She shows managers how to measure the level of their employees' engagement and increase staff participation.

Engineering Management:
Meeting the Global
Challenges prepares
engineers to fulfill their
managerial responsibilities,
acquire useful business
perspectives, and take on
the much-needed leadership
roles to meet the challenges
in the new millennium. Value
addition, customer focus,

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and business perspectives are emphasized throughout. Also underlined are discussions of leadership attributes, steps to acquire these attributes, the areas engineering managers are expected to add value, the web-based tools which can be aggressively applied to develop and sustain competitive advantages, the opportunities offered by market expansion into global regions, and the preparations required for engineering managers to become global leaders. The book is organized into three major sections: functions of engineering management, business fundamentals for

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Engineering managers, and engineering management in the new millennium. This second edition refocuses on the new strategy for science, technology, engineering, and math (STEM) professionals and managers to meet the global challenges through the creation of strategic differentiation and operational excellence. Major revisions include a new chapter on creativity and innovation, a new chapter on operational excellence, and combination of the chapters on financial accounting and financial management. The design strategy for this second

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edition strives for achieving the T-shaped competencies, with both broad-based perspectives and in-depth analytical skills. Such a background is viewed as essential for STEM professionals and managers to exert a strong leadership role in the dynamic and challenging marketplace. The material in this book will surely help engineering managers play key leadership roles in their organizations by optimally applying their combined strengths in engineering and management.

Everything Every Beauty Geek
Needs to Know About Skin
Care When it comes to

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finding the perfect formula for dewy and healthy skin, knowledge is power. That's why skin care guru Deborah Burnes shares everything you need to know about essential ingredients in this book--so that you can give your skin exactly what it needs to glow. Whether you're making products for your own use or trying to figure out which brands work best for you, *The Beauty Geek's Guide to Skin Care* has all the latest insider info on 1,000 of the beauty industry's most commonly used ingredients. Plus, you'll learn the best practices and lifestyle habits to make healthy skin an everyday reality. The

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Beauty Geek's Guide to Skin Care features: 1,000 Ingredient Profiles--Learn the origin, uses, and benefits of the most popular natural and chemical ingredients. Skin Care 101--Get the lowdown on basic beauty practices and lifestyle hacks for best skin. DIY Beauty Recipes--Make your own cleansers, toners, masks, scrubs, and more with these easy-to-follow recipes for your very own signature products. Knowledge is powerful and beautiful--especially when it comes to your skin. Get in the know with The Beauty Geek's Guide to Skin Care.

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"The world's greatest salesman" reveals the spectacular selling principles that have brought him to the top of his profession as he offers helpful advice on how to develop customer profiles, how to turn a prospect into a buyer, how to close the deal, and how to establish a long-term relationship with one's customers. Reprint. 25,000 first printing.

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