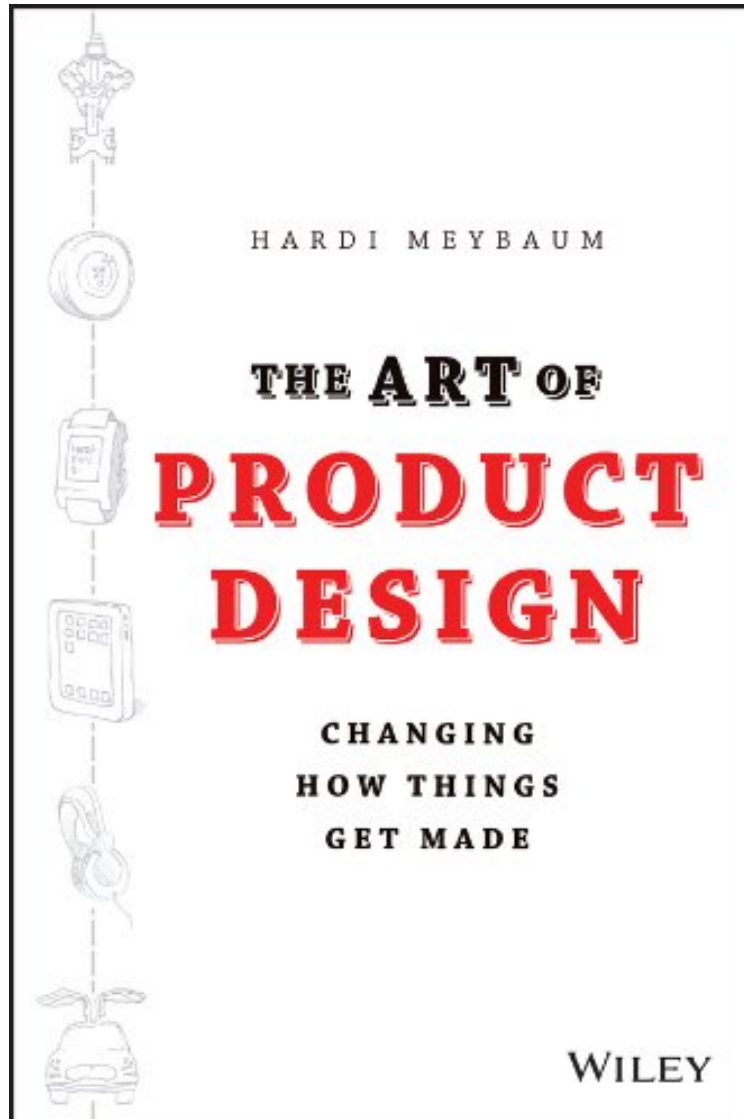


The Art of Product Design: Changing How Things Get Made

Hardi Meybaum

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Hardi Meybaum : The Art of Product Design: Changing How Things Get Made before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Product Design: Changing How Things Get Made:

9 of 9 people found the following review helpful. The most important communications revolution in human history By David Meerman Scott The ramifications of real-time communications instantly connecting every human on earth with every other human on earth is even more important than the invention of moveable type and the printing press more than 500 years ago. Yet most executives think these changes only relate to their company's PR and marketing

departments. Hardi Meybaum shows us how the digital revolution impacts product design and manufacturing. He explains why fortunes will be won and lost in the new world order. You need to know how your organization will thrive in a world where CAD is in the cloud and engineers in every corner of the world suddenly have access to the sophisticated tools and massive processing power that only the richest companies could once afford. I was able to read a pre-publication version of "The Art of Product Design" because I am on the advisory board of Hardi's company, GrabCAD. And I'm glad I did! Hardi shows how product design is going through the same revolutions we've all seen in other industries. Bookselling? You are now reading a customer review on the largest bookseller site in the world. Before has transformed how books and other products are sold, this would have seemed like science fiction. When was the last time you used a travel agent? How do you keep up with your friends and colleagues? Pen and paper or real-time social networks like LinkedIn, Twitter, and Facebook? Product design is right now going through the same kind of transformations as countless other industries before it, including software development, product sales, and communications. It is great that we have Hardi as our guide to these profound changes and the ramifications for business in his terrific book "The Art of Product Design". 18 of 19 people found the following review helpful. Not What I Was Hoping For By Paul Arcoleo As a mechanical engineer, and a 2-year user of GrabCAD when I saw a book titled "The Art of Product Design" by the GrabCAD CEO I was excited. I expected that through his experience he could give some precise and useful insight in the actual y'know, art of designing a product. The majority of the book reads like a lengthy GrabCAD advertisement (which he does briefly apologize for in the final chapter). Though Meybaum's wit does liven it up a bit, it is mostly lacking in tangible product design advice. What it is instead is a global landscape of product development is changing, which while insightful in its own right, isn't what the book is titled. In this way it felt like the book's title was a misnomer, and turned me off to a lot of the book. Though some of the company features are nice anecdotes, the number of times they say "3D CAD is pivotal in our ability to design products quickly" makes me want to smack them over the head with a giant inflatable bat that says "NO S***". By the end of the book I was so sick of hearing about "cloud-computing platforms such as GrabCAD's WorkBench" that I nearly walked away from the book several times, despite being a loving user of the site. There were other minor quibbles I had with the book, like his seemingly random criticism of video games, made worse by the aforementioned issues I had with its content, but those are on a more subjective level. TL;DR: Book has nothing to do with actually designing a product. If you're looking for that kind of insight, look somewhere else. If you're unfamiliar with CAD and want to learn more about it from a global perspective, have at it. 5 of 5 people found the following review helpful. CAD to the people! By Justin Cook This book presents an interesting take on what the author claims is a second digital revolution, which oddly enough turns out to be a transformation of the physical. When anything we can imagine can be virtually engineered and tested as a collective, cloud based endeavor and then translated directly and almost instantly into the physical world through 3D printers and robot facilitated manufacturing — well then, imagination is the only limit. I never would have thought something as potentially mundane as CAD software could play such a central role in the reorganization and remaking of how a massive part of the global economy functions. It's going to be interesting.

Embrace Open Engineering and accelerate the design and manufacturing processes Product development is a team sport, but most companies don't practice it that way. Organizations should be drawing on the creativity of engaged customers and outsiders, but instead they rely on the same small group of internal "experts" for new ideas. Designers and engineers should be connecting with marketing, sales, customer support, suppliers, and most importantly, customers. The Art of Product Design explains the rise of "Open Engineering," a way of breaking down barriers and taking advantage of web-based communities, knowledge, and tools to accelerate the design and manufacturing processes. Explains how to establish open flows of information inside and outside an organization, increasing the quality and frequency of input from different groups and stakeholders Hardi Meybaum is the founder and CEO of GrabCad, the largest community of mechanical engineers and designers in the world Open Engineering is crowdsourcing, it's collaborating, it's sharing and connecting. And it's helping a growing number of companies create better products faster than they ever imagined. The Art of Product Design shows you how to harness its power for your company.

From the Inside Flap The Web has revolutionized so many things, but has only just begun to change what really matters — the physical world. The things you pick up, drive, sit on, and rely on to live your life haven't been affected by the digital revolution. Until now. The Art of Product Design explains the rise of Open Engineering, a way of breaking down barriers and taking advantage of web-based communities, knowledge, and tools to accelerate the design and manufacturing processes. What's changing? Suddenly, in small-town South Carolina, Terry Stonehocker gets commissions from California. In the depths of Greece's economic meltdown, Andreas Gkertsos gets a great job offer. Out in Oregon, self-taught Tommy Mueller finds Hollywood asking for his help. And way over in Cochin, India, Sasank Gopinathan becomes the go-to guy for an American maker of supercars. The world's design and engineering organizations are catching on. With CAD professionals networking in online communities and using new tools to

share and collaborate, an almost infinite reservoir of expertise is within reach for companies of all sizes. Learn how big organizations, like GE and Nokia, are jumping in with both feet, by issuing an open "challenge" seeking novel engineering solutions to their hardest problems. See how small companies like Rest Devices try a hundred prototype designs to find the perfect fit in less than a year. Meet the individual engineers all over the world finding new ways to build great products faster. The Art of Product Design shows you how embracing Open Engineering will unlock resources, open new opportunities, and put you ahead of the competition. The Art of Product Design shows you: How companies large and small are drawing on Open Engineering to build better products faster How crowdsourcing ideas can jump-start the creative process The benefits of connecting engineers and designers to peers and partners through the design process How to overcome the challenges of communicating complex ideas The benefits of rapid design iteration Common problems with outside manufacturers and how online tools can improve communications How social networking and other new technologies speed up the design process From the Back Cover Praise For The Art of Product Design "Hardi tells two fascinating stories with this book, one about how he founded and grew GrabCAD and the other about how he sees the world of product design changing. Both stories are relevant to anyone seeking to take advantage of new online communities and connections to grow their business." —Dean Kamen, Founder of DEKA Research and Development Corp. "The communications revolution created by the Internet is breaking down barriers between countries, as well as companies, enabling talented individuals everywhere to find opportunities around the globe. The Art of Product Design is a story of how smart, creative people from around the world can find each other, solve problems, old and new, and do amazing things." —Toomas Hendrik Ilves, President of Estonia "We are fortunate to be living through the most important communications revolution in human history. The ramifications of real-time communications instantly connecting every human on earth with every other human on earth is even more important than the invention of moveable type and the printing press more than 500 years ago. Yet most executives think these changes only relate to their company's PR and marketing departments. Hardi Meybaum shows us how the digital revolution impacts product design and manufacturing and explains why fortunes will be won and lost in the new world order. You need to know how your organization will thrive in an environment where CAD is in the cloud and engineers in every corner of the world suddenly have access to the sophisticated tools and massive processing power that only the richest companies could once afford." —David Meerman Scott, marketing strategist and international bestselling author of The New Rules of Marketing and PR About the Author Hardi Meybaum is a mechanical engineer, and the cofounder and CEO of GrabCAD Inc. Hardi's vision of how manufacturers, engineers, designers, and students could work together online led him to create the GrabCAD Community for engineers and designers, bringing together more than one million members who have shared more than 350,000 projects.