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## Collaborative Rd: Manufacturing's New Tool

By Gene Allen

Wiley. Hardcover. Book Condition: New. Hardcover. 336 pages. Dimensions: 9.3in. x 6.3in. x 1.2in. The ability to collaborate, particularly in new manufacturing technology development, is becoming a corporate competence that will determine which companies survive in the next decade. With the advent of the telecommunications and information infrastructure realized in the 1990s, companies that can effectively collaborate to get new technologies applied will stand a greater chance of remaining competitive in today's market. Collaborative R and D offers the methods and metrics for developing collaborative technology programs and partnerships, both within the industry and between major competitors. R and D experts Allen and Jarman provide a complete map for collaboration, taken from their collective years of experience in creating, promoting, and managing many collaborative R and D initiatives over the past decade. They include the guidelines for determining what technology development areas are appropriate for collaboration, and what ingredients need to be in place for it to be successful. The authors' experiences are detailed in a format that walks the reader through the process of identifying, starting, and managing collaborative R and D programs. Having developed these programs with companies like Ford, Texas Instruments, Boeing, AT and T, and Kodak, Allen...



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