

## Collaborative Rd: Manufacturings New Tool



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*(Alexandre Cruickshank)*

## COLLABORATIVE RD: MANUFACTURINGS NEW TOOL



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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 and Jarman include numerous real-world examples, which show how to choose collaborative partners, how to use the government in establishing R and D programs, successful management techniques, means of addressing intellectual property, and how to address accounting concerns. The book also illustrates the significant benefits of collaborative R and D, helping managers and technology professionals realize its value by enabling them to make the most knowledgeable decisions and take the best actions possible, in any given situation. Among some of the benefits that have resulted from the authors' collaborative programs: Pratt and Whitney developed software tools that enabled them to...



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