

Expires 5 November 2018

On the Origin of Products

The Evolution of Product Innovation and Design

Arthur O. Eger

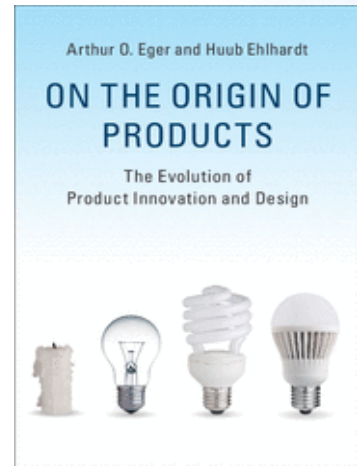
University of Twente, Enschede, The Netherlands

Huub Ehlhardt

Philips Innovation Services

In this new work, Arthur Eger and Huub Ehlhardt present a "Theory of Product Evolution." They challenge the popular notion that we owe the availability of products solely to genius inventors. Instead, they present arguments that show that a process of variation, selection, and accumulation of "know-how" (to make) and "know-what" (function to realize) provide an explanation for the emergence of new types of products and their subsequent development into families of advanced versions. This theory employs a product evolution diagram as an analytical framework to reconstruct the development history of a product family and picture it as a graphical narrative. The authors describe the relevant literature and case studies to place their theory in context. The "Product Phases Theory" is used to create predictions on the most likely next step in the evolution of a product, offering practical tools for those involved in new product development.

1. On the Origin of Products; 2. Technological Innovation as an Evolutionary Process; 3. Lineage; 4. Product Evolution; 5. Evolutionary Product Development: Product Phases; 6. Retrospective Case Surveys Based on Product Phases; 7. Retrospective Case Study of General Lighting Solutions; and the Compact Fluorescent Lamp; 8. Retrospective Case Study of the Child Restraint System; 9. Example Showing the Application of the Theory in the Work; of Maarten Michel; 10. Abstracts of the Most Important Theories Used; in This Book; 11. Conclusion: Evolution in Products; Appendix; References; Index



February 2018

253 x 177 mm 380pp

Hardback 978-1-107-18765-8

Original price *Discount price*

£69.99 £55.99

\$91.99 \$73.59

Paperback 978-1-316-63818-7

Original price *Discount price*

£29.99 £23.99

\$39.99 \$31.99

'While evolutionary thinking about innovation has been popular among historians and economists, few have applied it to design and marketing. Based on a thorough reading of theories and a rich set of empirical examples, this book provides a new way for designers to think about new product development in a comprehensive manner.'

Frenken Koen,

Universiteit Utrecht, The Netherlands



www.cambridge.org/alerts

For the latest in your field

For more information, and to order, visit:

www.cambridge.org/9781316638187

and enter the code EGER2017 at the checkout

CAMBRIDGE
UNIVERSITY PRESS