Concurrent Engineering:

Concurrent Engineering: Is a strategy where all the tasks involved in product development are done in parallel.

Collaboration between all individuals, groups and departments within a company:
- Customer research
- Designers
- Marketing
- Accounting
- Engineering

Concurrent Engineering Techniques:
- Perceptual mapping
- Benchmarking
- Reverse Engineering

Concurrent Engineering:

Commercial Design Process

Lineral Process

Concurrent Engineering:

Techniques:
- Perceptual mapping
- Benchmarking
- Reverse Engineering