

Virtually Perfect: Driving Innovative and Lean Products through Product Lifecycle Management

By Michael Grieves

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Virtually Perfect is the key to products being both innovative and lean in the 21st century. Virtual products, which are the digital information about the physical product, create value for both product producers and their customers throughout the entire product lifecycle of create, build, sustain, and dispose. Both product producers and users will need to change their perspective of products being only physical to a perspective of products being dual in nature: both physical and virtual. Dr. Michael Grieves, the pioneer and internationally recognized thought leader in the field of PLM, extends the concepts of his first book, Product Lifecycle Management: Driving the Next Generation of Lean Thinking deeper into the realm of producing value for product producers and users alike. Dr. Grieves grounds his perspective of PLM with examples from leading organizations that include NASA, Boeing, Rolls-Royce, Apple, and Ford Motor Company who have adopted and implemented his PLM concepts and approaches. The substantial benefit that these organizations have gotten for themselves, their customers, and their stakeholders sets them apart from their competitors. Organizations that strive for the same success will need to understand not only the technology, but also more importantly the people, processes, practices, and cultural changes that will need to drive both innovation and efficiency in order to become Virtually Perfect. Dr. Grieves introduces and discusses innovative, new ideas in this book about products and their lifecycles that include: Information is a trade-off for wasted physical resources Organizations are not simply about processes, but engage in practices Thinking about products as both physical and virtual drives both productivity and innovation Supply Nets are for virtual products what supply chains are for physical products Quality is a holistic lifecycle attribute and not simply a manufacturing one The audience for this book is executives, managers, engineers, manufacturing and product support experts who engage with tangible products in any part of the product lifecycle. This book is also for professors and their students who are interested in preparing or participating in the 21st century workforce in engineering, manufacturing, product support, and product disposal.

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Editorial Review

About the Author
Dr. Michael Grieves splits his time between the business and academic worlds. He is the author of the seminal book on PLM, Product Lifecycle Management: Driving the Next Generation of Lean Thinking (McGraw-Hill, 2006). He has authored numerous papers and articles for both industry and academic publications. Dr. Grieves consults with a select number of international manufacturers, governmental organizations such as NASA and DoD, and information technology providers on PLM-related issues and has given speeches world-wide at PLM, engineering, and manufacturing conferences. Dr. Grieves has been a Co-Director of the Purdue PLM Center of Excellence and served as a Visiting Professor at the Purdue University College of Technology. Dr. Grieves has also had positions with the Engineering College at the University of Michigan, the MIS Department at the University of Arizona, and the business school at the University of Kansas. Dr. Grieves is Chairman Emeritus of Oakland University s School of Business Board of Visitors. He has taught in the United States, China, and Europe at the university senior undergraduate, and graduate school levels and has authored and taught executive education courses. Dr. Grieves is currently a Professor at CIMBA University, Asolo, Italy with an appointment at the University of Iowa. Dr. Grieves is a founder and board member of Interactive Frontiers, Inc. the world leader in golf and sport instructional software, Dr. Grieves has over thirty-five years experience in the computer and data communications industry. He has been a senior executive at both Fortune 1000 companies and entrepreneurial organizations during his career. He founded and took public a $100 million systems integration company and subsequently served as its audit and compensation committee chair after recruiting a new CEO. Dr. Grieves has substantial board experience, including serving on a subsidiary company of NTT Communications of Japan. Dr. Grieves has a Bachelor of Science, Computer Engineering (B.S.C.E) from Michigan State University, an M.B.A. from Oakland University, and an E.D.M. doctorate from Case Western Reserve University Weatherhead School of Management.

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