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By David Ullman

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This book conveys the "flavor" of design, addressing both traditional engineering topics as well as real-world issues like creative thinking, synthesis of ideas, visualization, teamwork, sense of customer needs and product success factors, and the financial aspects of design alternatives, in a practical and motivating manner. New in this edition are examples from industry and over twenty online templates that help students prepare complete and consistent assignments while learnign the material.

This text is appropriate primarily for the Senior Design course taken by mechanical engineering students, though it can also be used in design courses offered earlier in the curriculum. Working engineers also find it to be a readable, practical overview of the modern design process.

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Editorial Review

About the Author

David G. Ullman is an active product designer who has taught, researched, and written about design for over thirty years. He is president of Robust Decisions, Inc., a supplier of software products and training for product development and decision support. He is Emeritus Professor of Mechanical Design at Oregon State University. He has professionally designed fluid/thermal, control, and transportation systems. He has published over twenty papers focused on understanding the mechanical product design process and the development of tools to support it. He is founder of the American Society Mechanical Engineers (ASME)-Design Theory and Methodology Committee and is a Fellow in the ASME. He holds a Ph.D. in Mechanical Engineering from the Ohio State University.

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