

Reinventing the Wheel

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Product engineering processes are undergoing profound change. Companies are having to manage ever greater levels of complexity and strategically rethink established development principles. A focus on systemic processes has already been applied to cars, enabling them to be developed and produced more efficiently and brought onto markets more rapidly. The basic principle is universal, however—and therefore applicable to other industries as well.

Source: <https://newsroom.porsche.com/e...ting-the-wheel-28841.html>