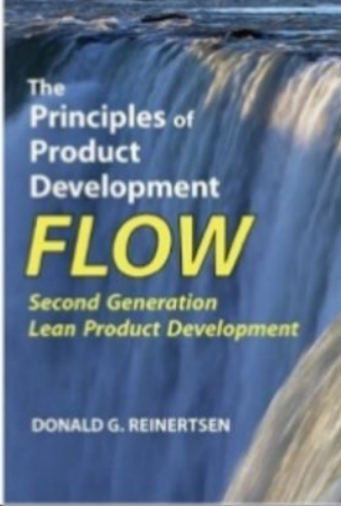



# Key take aways from The Principles of Product Development Flow

 ontheagilepath.net/2017/02/key-take-aways-from-the-principles-of-product-development-flow.html


By Sebastian Radics

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**The principles of product development flow**  
“Second generation lean product management”

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Recently I finally read one of the most important books regarding product development and economics ***The principles of product development flow*** by Donald G. Reinertsen.

I can highly recommend reading that book as it explains the fundamentals of economics for product development. One learns about:

- critical problems with current product development
- basic economics to consider like cost of delay and life cycle profit
- queues and what parameters are most important to consider
- ways to manage capacity utilization properly
- the aspect of variability in product development vs. lean production
- the importance of proper batch size management
- how to sequence topics
- work in progress handling
- flow control
- fast feedback and finally
- decentralized control

As there are so many aspects covered I started summarizing my key takeaways that I share with you today with the following presentation. Please take it as a teaser to read that book – the presentation just covers some aspects.

[Download the presentation](#)

I hope it helps you on your journey towards achieving product development flow. Have fun using the presentation!