

Rethinking value : a value-centric model of product, service and business development

Randmaa, Merili; Mougard, Krestine; Howard, Thomas; McAlone, Tim ICED 11 : 18th International Conference on Engineering

Design : 15-18 August 2011, Kopenhagen : Impacting Society Through Engineering Design 2011 / p. DS 68-11

<https://www.designsociety.org/publication/30526/RETHINKING+VALUE%3A+A+VALUE-CENTRIC+MODEL+OF+PRODUCT%2C+SERVICE+AND+BUSINESS+DEVELOPMENT>