From product centred design to value centred design : understanding the value-system
Randmaa, Merili; Howard, Thomas; **Otto, Tauno** Proceedings of the 8th International Conference of DAAAM Baltic Industrial
Engineering, 19-21st April 2012, Tallinn, Estonia. 2 2012 / p. 548-554 : ill

Rethinking value : a value-centric model of product, service and business development
Randmaa, Merili; Mougaard, Krestine; Howard, Thomas; McAloone, Tim ICED 11 : 18th International Conference on Engineering
Design : 15-18 August 2011, Kopenhaagen : 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