

Phil Eng

Thank you.

Readers Digest - Harpin

Communication

Woman

Pregnant

What VA is not

30 yrs ago - 10 yrs ahead

Value



System of tech.

~~Felix Dreyfus~~ - T. Paper

Piano

Purch. - Mfg. - Eng. - Operation - Mgt.

Examples

Problem Solving - Economic objectives

1. Problem definition

What function customer really wants
terminal board

2. Function Identification

3. Function Evaluation

Tie, etc.

Los Angeles *Vegas*

TV Knob

4. Search Orientation

Plastic bolt - vendor - Ford - GE Lab

5. Idea Development

Creativity

Rope

6. Roadblocks

(\$75 tools)

Kirksite

(Springs)

Dollars - Hdwe - Service - Org. - Function

Municipal

Water hydrant - gasket

More nearly buy function

Piano

Sheet music

Cost red. - all keys

VA - keys needed

Military use coming

(Flashlight)
Mule