

**Product Lifecycle Management: Driving The Next Generation Of  
Lean Thinking**

**By Michael Grieves**

product lifecycle management Grieves, Michael (2005). Product Lifecycle Management: Driving the Next Generation of Lean Thinking.

Product management is an organizational lifecycle function within a company dealing with the planning, forecasting, and production, or marketing of a product or

Dr. Michael Grieves is the author of Product Lifecycle Management: Driving the Next Generation of Lean Thinking (McGraw-Hill, 2006) and Virtually Perfect: Driving

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Michael Grieves is the author of Product Lifecycle Management (3.14 avg rating, 7 ratings, 0 reviews, published 2005), Michael Grieves's Followers.

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