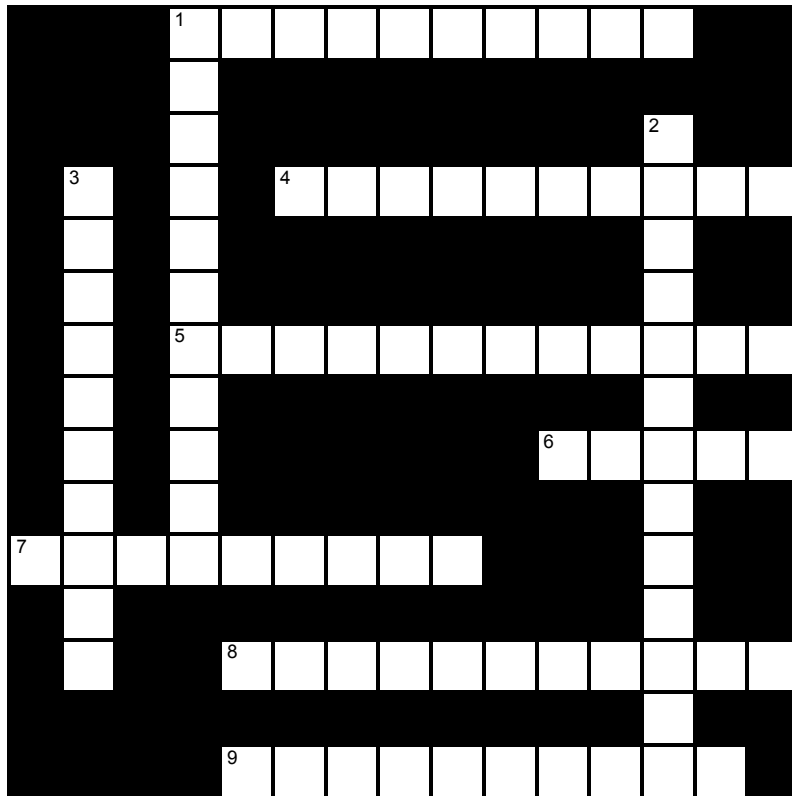


Barnes: Operations Management - An International Perspective

Chapter 13



Across

- 1 '_____' innovation', an innovation based on new technology that is different from that in prevalent use in the industry. (10)
- 4 An approach to NPD based on the premise that organizations should only supply products for which a demand can be identified. (6-4)
- 5 Games console launched by Sony in 2006 to an apparent lukewarm reception. (11,1)

- 6 A new vehicular invention being developed by Sir Clive Sinclair. (1-4)
- 7 The original or model on which something is based or formed. (9)
- 8 An approach to reducing complexity that seeks to use the same components in as many products as possible. (11)
- 9 '_____' innovation', a type of innovation based on the use of technology

already prevalent in the industry. (10)

Down

- 1 'New product _____', all those activities directed towards the introduction of new or improved products or services into the market place. (11)
- 2 Mass _____, the use of a single process to produce a wide variety of products (or services). It aims to realize unit

cost reductions through economies of scope in the same way that mass manufacturing aims to achieve economies of scale. (13)

- 3 Battery-powered one-seater tricycle launched in 1985. An infamous failed product launch. (8,2)