
CONTENTS

I.	VALUE MANAGEMENT OVERVIEW	1
	In the Beginning	2
	Later Development	4
	Value Management	7
	The Objective of Value Management	10
	A Changing World	10
	Applications	12
II.	THE JOB PLAN	17
	Five Steps	17
	The Pre-Event Phase	20
	Widget Project Checklist	31
III.	FUNCTION ANALYSIS	35
	Describing Functions	36
	Defining and Classifying Functions	40
	Random Function Determination	46
	Function Cost Matrix	48
IV.	THE POWER OF FAST IN VALUE MANAGEMENT	53
	How Does FAST Work?	54
	Intuitive Logic	55
	The Basic FAST Model	62
	A Case Study Using FAST	64
	Business Systems Re-Engineering and FAST	70
	Conclusions	72
V.	VALUE MANAGEMENT AND MARKETING	73
	Know Your Customer	74
	Know Your Competition	75
	Product Performance Profile	76
	Setting Targets	89
	Conclusions	90

CONTENTS

REFERENCES	91
FURTHER READING	93
ABOUT THE AUTHOR	95