


## Concurrent engineering: a good practice of product development in machine bureaucracy organization

Osmar Possamai, Luiz Veriano Oliveira Dalla Valentina, Andr?Hideto Futami

**Abstract:** Machine bureaucracy has an organizational design that tends to favour technostructure not favourable to other fields, like marketing, which is the interface between the organization and the customer. Although initially, this organizational imbalance may hinder the sequence of strategic goals concerning better customer guidance, this technostructure, just like a machine, can be better adjusted to improve the product development process (PDP) of the organization. Concurrent engineering has been one of the best practices of PDP to break not only the functional barriers, but mainly the organizational barriers due to a strong technical structure.

**Keywords:** concurrent engineering, technostructure, product development process.

Download PDF 

Close window 