**Assignment 2**

Read:

1. Sheehy, A., 2016. GDP cannot explain the digital economy, Forbes, 6 Jun. [www.forbes.com/sites/andrewsheehy/2016/06/06/gdp-cannot-explain-the-digital-economy](http://www.forbes.com/sites/andrewsheehy/2016/06/06/gdp-cannot-explain-the-digital-economy)
2. Case 1. Toyota Prius and time as a factors of production
(Gentile, B., 2011. The New Factors Of Production And the Rise of Data-Driven Applications, , Forbes, 31 Oct.)

Competing based upon speed and time delivers a primary marketplace advantage. Understanding and translating customer needs swiftly from concept to practice, in many ways, determines the success rate of an enterprise. In part, the pace of technology innovation itself has set a blistering schedule for the rest of the business world. And in turn, technology innovation enables all organizations to compete on the basis of time (and speed).

It’s claimed that Toyota developed the Prius in 15 months, using techniques and technologies specifically designed to accelerate their product development process. As the first mainstream hybrid drive vehicle, the Prius represents a substantial amount of complex software development (it’s basically a computer on wheels), providing a great case study for both software and manufacturing engineers. Its speed from design through development and deployment enables Toyota to stay ahead of its competitors and better satisfy customers first.