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Soggetti	Production management Quality control Reliability Industrial safety Organization Planning Management Industrial management Marketing research Operations Management Quality Control, Reliability, Safety and Risk Innovation/Technology Management Market Research/Competitive Intelligence
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	1 Quality Function Deployment (QFD): Definitions, History and Models -- 2 Strategic Matrices and Customer Analysis -- 3 QFD from Product Characteristics to Pre-production -- 4 Fuzzy QFD -- 5 QFD Case Histories.
Sommario/riassunto	This book introduces into the practical application of Quality Function Deployment (QFD) beyond the famous House of Quality Matrix by

presenting a fully developed example of a clear and comprehensive QFD framework. The QFD workflow is described step by step, encompassing strategic planning, customer surveys, product and service characteristics, mechanisms, parts and cost deployment, technologies, process phases and faults analysis. The model, as presented with practical suggestions, can be used in firms with low resources and/or need for speed. In addition, a chapter is dedicated to the most common “fuzzy” algorithms, explained for professionals and the book closes by describing in detail some QFD case studies. This book will be of interest to all who wish to use QFD to respond to and satisfy customer requirements effectively.
