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Titolo	The Perception of Quality : Mapping Product and Service Quality to Consumer Perceptions // by George N. Kenyon, Kabir C. Sen
Pubbl/distr/stampa	London : , : Springer London : , : Imprint : Springer, , 2015
ISBN	1-4471-6627-2
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (269 p.)
Disciplina	620 620.0042 658.56 658.8
Soggetti	Engineering design Quality control Reliability Industrial safety Marketing Engineering Design Quality Control, Reliability, Safety and Risk
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Creating a Competitive Advantage -- Defining Quality -- The Value Proposition -- Customer Perceptions -- The Product Design Process -- The Service Design Process -- Measuring Value -- Practical Implications of Customer Perceptions on the Design Process -- Re-Engineering the Process for Perceptions.
Sommario/riassunto	Exploring the concept of quality management from a new point of view, this book presents a holistic model of how consumers judge the quality of products. It links consumer perceptions of quality to the design and delivery of the final product, and presents models and methods for improving the quality of these products and services. It offers readers an improved understanding of how and why the design process must consider how the consumer will perceive a product or service. In order to facilitate the presentation and understanding of these concepts,

illustrations and case examples are also provided throughout the book. This book provides an invaluable resource for managers, designers, manufacturers, professional practitioners and academics interested in quality management. It also offers a useful supplementary text for marketing and quality management courses.
