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Sommario/riassunto	<i>""This is an engaging and informative book on the modern practice of experimental design. The authors' writing style is entertaining, the consulting dialogs are extremely enjoyable, and the technical material is presented brilliantly but not overwhelmingly. The book is a joy to read. Everyone who practices or teaches DOE should read this book."" -</i> Douglas C. Montgomery, Regents Professor, Department of Industrial Engineering, Arizona State University <i>""It's been said: 'Design for the experiment, don't experiment for the design.' This book ably demonstrates this notion