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Sommario/riassunto	The leading edge in QFD: pushing the boundaries. QFD or, to use its full title, Quality Function Deployment, was originally developed in the 1960's in Japan. The first application was at Bridgestone Tire in 1966. It was mainly aimed at ensuring that all those actions needed to be done to ensure the quality of a product were done and, moreover, that scarce resources were focused on the most important areas.