

1. Record Nr.	UNINA9910808924803321
Titolo	Strategy and regional QFD // guest editors: Robert A. Hunt and Catherine P. Killen
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50833-7 9786610508334 1-84544-241-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (97 p.)
Collana	Best practice quality function deployment (QFD) ; ; pt. 1 International journal of quality & reliability management ; ; v. 22, no. 1
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Disciplina	658
Soggetti	Factory management Quality control
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Preliminaries; Contents; Guest editorial; Quality infrastructure improvement: using QFD to manage project priorities and project management resources; Strategic planning using QFD; TQM and QFD: exploiting a customer complaint management system; Best practice QFD application: an internal/external benchmarking approach based on Ford Motors' experience; QFD, organisational creativity and productivity; Evidence of QFD best practices for product development; The impact of linear algebra on QFD
Sommario/riassunto	Quality function deployment (QFD) is a practice-based methodology. Ever since its development during the 1960's in Japan, QFD has continued to generate positive results in an increasing number of applications. QFD has traditionally been seen as a tool to provide a reliable method of addressing customer needs in product development and manufacturing while promoting and structuring cross-functional communication and information sharing.