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Autore	Kenyon George N
Titolo	The Perception of Quality : Establishing a Competitive Advantage Through Quality, Value, and Perception / / by George N. Kenyon
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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, now in an expanded second edition, 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 updated

and enlarged volume provides an invaluable resource for managers, designers, manufacturers, professional practitioners and academics interested in quality management. The book also offers a useful supplementary text for marketing and quality management courses.
