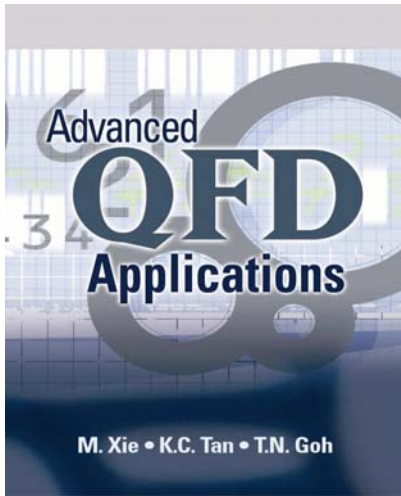


Advanced QFD Applications

M. Xie, K. C. Tan, and T. N. Goh

<http://qualitypress.asq.org/perl/catalog.cgi?item=H1177>



Advanced QFD Applications takes several steps beyond the basic Quality Function Deployment (QFD) analysis so as to maximize its potential in practical applications. Both quantitative and qualitative analyses are emphasized along with a number of techniques including House of Quality (HOQ), which is described and illustrated with simple examples. The book also focuses on the future voice of customers (VOC) and a discussion of recent advances in QFD methodology, methods for strategically analyzing and selecting benchmarks, and case studies.

This book serves as an excellent reference or textbook for learning how to apply QFD and illustrates how following this unique approach for capturing the VOC will ensure your product/service meets their needs. Some basic knowledge or experience with QFD is helpful in understanding the concepts include but is not required to read or use this book.

Contents:

- Introduction to Quality Function Deployment (QFD)
- Decision making using the House of Quality (HOQ)
- Variability analysis in QFD
- QFD for service quality analysis
- Benchmarking for quality improvement
- Future Voice of Customers (VOC)

About the Authors:

M. Xie received his PhD in Quality Technology from Linkoping University, Sweden, in 1987 and has published over 100 articles in refereed journals and 5 books. He has also successfully directed 10 PhD dissertations. Prof Xie is a Senior Member of ASQ, IEEE and IIE. He serves on the editorial boards of several quality related journals.

K.C. Tan obtained his PhD from the Department of Industrial Engineering and Operations Research at the Virginia Polytechnic Institute and State University in 1990. Prof Tan is also Associate Director of the Office of Quality Management at National University of Singapore.

T.N. Goh received his PhD from the University of Wisconsin-Madison in 1973. Prof Goh was Dean of Faculty of Engineering, and Director, Office of Quality Management, National University of Singapore. He is an elected Academician of the IAQ and a Fellow of the ASQ. He is on the editorial boards of several international research journals.

Item: H1177 List Price: \$60.00

2003. 216 pages. ISBN 0-87389-586-X. 6 x 9 hardcover.

ASQ Quality Press <http://qualitypress.asq.org>,

P.O. Box 3066, Milwaukee, WI 53201-3066

Phone: 800-248-1946 or 414-272-8575 outside North America

Fax: 414-272-1734

Reference Priority code: QPTR33