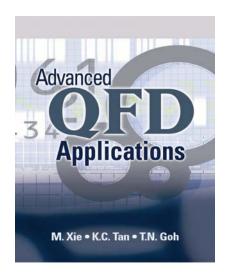
## Advanced QFD Applications

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

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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)

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