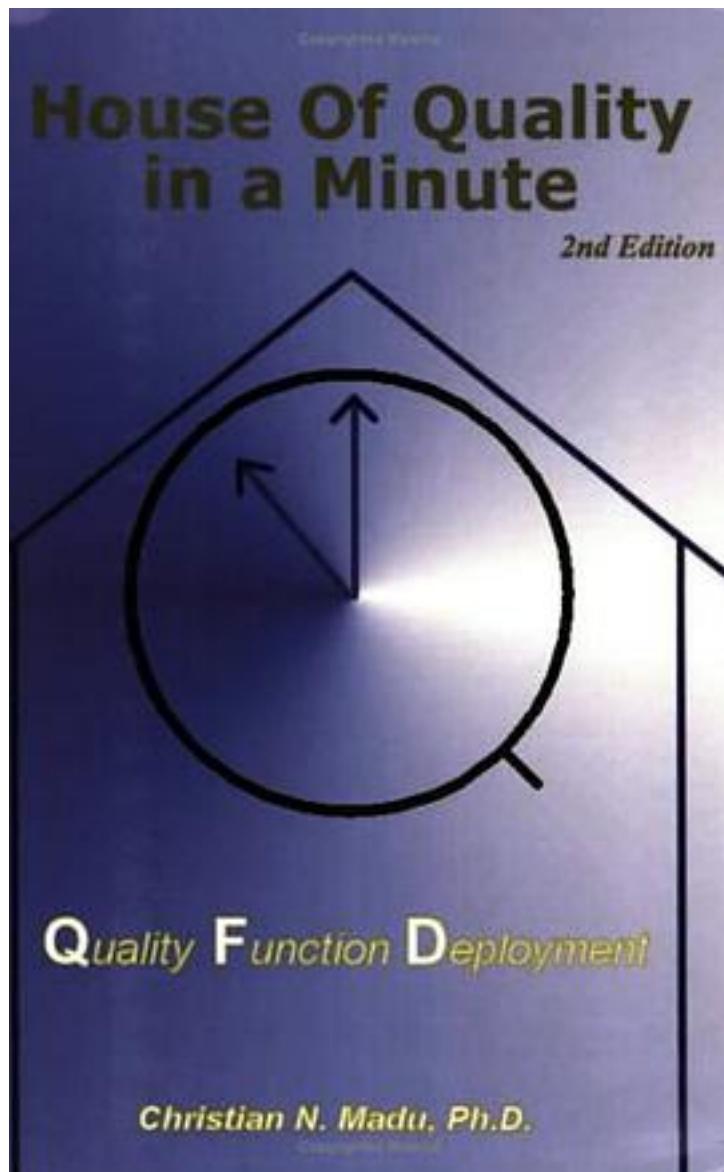


# House of Quality in a Minute



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Quality function deployment (QFD) is an effective tool to help organizations become more competitive by designing their products and services to satisfy customers' requirements. The manager is guided on a step-by-step process to attaining this goal. This book is precise and direct and focuses on key issues in building the House of Quality otherwise known as QFD. By reading this book, the manager understands how to solicit customer requirement information, how design requirements are matched to customer requirements, how weights are assigned, how priorities are developed, and how activities can be benchmarked. The manager also understands how to solve the critical problems that help achieve customer satisfaction. This book also guides the reader to understand how companywide quality activities are related to QFD. This link is often lacking in other presentations of QFD that often fail to show the linkage between QFD and other quality initiatives and management programs.

作者介绍:

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