

Commercializing Great Products With Design for Six Sigma

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Reviews

A must buy book if you need to adding benefit. I have go through and that i am sure that i will gonna go through once more yet again down the road. I am just very happy to let you know that this is basically the best book i have got go through inside my own life and can be he very best book for at any time. (Eldridge Reilly)

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COMMERCIALIZING GREAT PRODUCTS WITH DESIGN FOR SIX SIGMA



Pearson Education (US), United States, 2010. Paperback. Book Condition: New. 241 x 183 mm. Language: English . Brand New Book. Optimize Every Stage of Your Product Development and Commercialization To remain competitive, companies must become more effective at identifying, developing, and commercializing new products and services. Design for Six Sigma (DFSS) is the most powerful approach available for achieving these goals reliably and efficiently. Now, for the first time, there s a comprehensive, hands-on guide to utilizing DFSS in real-world product development. Using a start-to-finish case study, a practical roadmap, and easy-to-use templates, Commercializing Great Products with Design for Six Sigma shows how to optimize every stage of product commercialization. Drawing on a combined sixty-five years of product experience, the authors show how to make better product and portfolio decisions; develop better business cases and benefits assessments; create better concepts and designs; scale up manufacturing more effectively; and execute better launches. Learn how to * Establish infrastructure to support successful commercialization* Use Stage-Gate(R) processes to minimize risk and optimize the use of people and resources* Create better plans: Segment markets, define product value, estimate financial value, and position new products for success* Capture the Voice of the Customer, analyze it, and use it to drive development* Choose the right tools: Ideation, Pugh Concept Selection, QFD, TRIZ, and many more * Develop better products and processes: Process Maps, Cause and Effects Matrices, Failure Modes and Effects Analysis, Statistical Design and Data Analysis Tools, and more* Test and improve product performance and reliability* Perform Post Mortems and apply what you ve learned to your next project Whether you re an executive, engineer, designer, marketer, or quality-control professional, Commercializing Great Products with Design for Six Sigma will help you identify more valuable product concepts and translate t

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