



# Practical Manual of Quality Function Deployment

*Davide Maritan*

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# Practical Manual of Quality Function Deployment

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## **Practical Manual of Quality Function Deployment** Davide Maritan

This book introduces into the practical application of Quality Function Deployment (QFD) beyond the famous House of Quality Matrix by presenting a fully developed example of a clear and comprehensive QFD framework. The QFD workflow is described step by step, encompassing strategic planning, customer surveys, product and service characteristics, mechanisms, parts and cost deployment, technologies, process phases and faults analysis. The model, as presented with practical suggestions, can be used in firms with low resources and/or need for speed. In addition, a chapter is dedicated to the most common “fuzzy” algorithms, explained for professionals and the book closes by describing in detail some QFD case studies. This book will be of interest to all who wish to use QFD to respond to and satisfy customer requirements effectively.

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