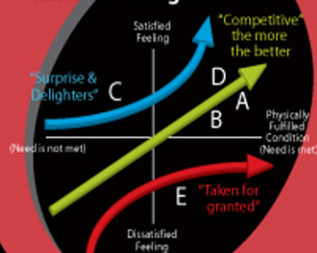


SIX SIGMA

6

Kano Ordering of Needs



"Joe Ficalora has done an excellent job of updating Cohen's classic text on Quality Function Deployment to show how Six Sigma tools can be effectively used in applying the QFD methodology and how valuable QFD can be in Design for Six Sigma projects. I highly recommended it to practitioners of both disciplines. They will be well rewarded by using this book to guide them in delighting their customers."

—John L. Schoonover, Director of Quality, Global Tungsten and Powders

Quality Function Deployment and SIX SIGMA

A QFD Handbook

Second Edition

Foreword by Stephen A. Zinkgraf

JOSEPH P. FICALORA • LOUIS COHEN

Praise for *Quality Function Deployment and Six Sigma*

“Joe Ficalora has done an excellent job of updating Cohen’s classic text on Quality Function Deployment to show how Six Sigma tools can be effectively used in applying the QFD methodology and how valuable QFD can be in Design for Six Sigma projects. I highly recommended it to practitioners of both disciplines. They will be well rewarded by using this book to guide them in delighting their customers.”

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Director of Quality
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IMPROVING A CLASSIC

“For good reasons, the saying ‘Don’t mess with success’ applies to many things in life; thus Lou Cohen and Joe Ficalora have accomplished a feat often fraught with risk. The original book on QFD, by Lou Cohen, was excellent, with ideas and detailed examples for applying QFD to many types of problems. The new edition builds on the original by integrating material on Design for Six Sigma, making it highly likely that it will remain a key reference. Whether you are working on developing a new product or a transactional business process, this updated edition will help you focus your efforts on what customers really want and need—so important to delivering something customers will pay for.”

—John P. King
Jewett & King Associates

Quality Function Deployment and Six Sigma, Second Edition: A QFD Handbook

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