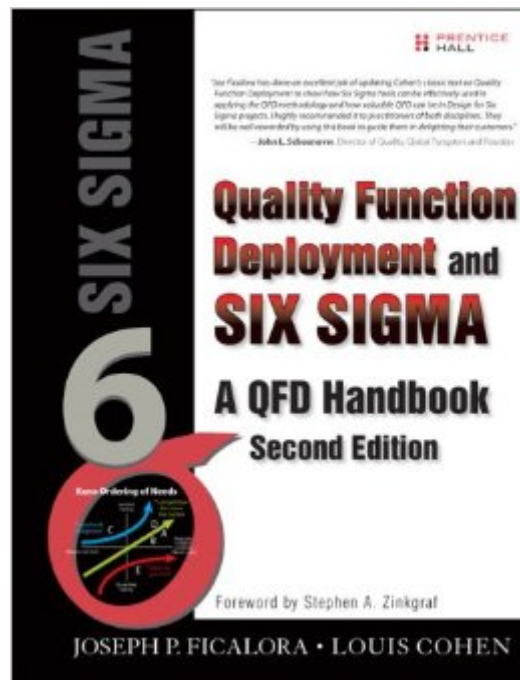# Quality Function Deployment And Six Sigma, Second Edition: A QFD Handbook (2nd Edition)

Synopsis

Make the Most of QFD and the Voice of the Customer in Six Sigma Environments Quality Function Deployment (QFD) techniques have helped thousands of organizations deliver higher-quality, more user-focused product designs. Now, Lou Cohenâ ™s classic guide to QFD has been thoroughly updated to fully align QFD with Design for Six Sigma (DFSS) and other state-of-the-art Six Sigma methodologies. Revised by world-class Six Sigma expert Joe Ficalora and his team at Sigma Breakthrough Technologies, this new editionâ ™s up-to-date perspective on QFD reflects dozens of successful Six Sigma and DFSS deployments. They offer a start-to-finish methodology for implementing QFD, and systematically illuminate powerful linkages between QFD and Six Sigma, DFSS, Marketing for Six Sigma (MFSS), and Technology for Six Sigma (TFSS). An expanded, start-to-finish case study demonstrates how QFD should function from all angles, from design and marketing to technology and service. Learn how to Identify the roles and advantages of QFD in todayâ ™s global business environment Understand every element of the House of Quality (HOQ) Use QFD to drive more competitive product and service development Move from the processes you have to the processes you want Anticipate QFDâ ™s unique challenges, overcome its obstacles, and deploy it successfully Extend the HOQ concept all the way through project completion Deploy powerful Voice of the Customer (VOC) techniques throughout all phases of development, not just planning Adapt QFD for software development, service development, and organizational planning Whether youâ ™re working in operations, engineering, marketing, technology, or service development, this book will help you drive maximum value from all your Six Sigma, QFD, VOC, and DFSS investments.

Book Information

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Customer Reviews

This book has what I need, which is a reference book describing in some detail all the aspects of various QFD tools. The level of detail and examples provided are sufficient for a QFD facilitator who needs to apply the tools well without falling into the pitfalls that exist with QFD. The authors are experienced consultants. Unlike many consultant-written books that contain only a teaser followed by the implied "call me," this book actually teaches what you need to know. Also, these authors write in a clear and engaging way that is a pleasure to read. References are cited frequently, which I appreciate.Now a few minor complaints... I would have liked more stories of QFD gone wrong, and how to prevent that. No one likes to admit those, but everyone, including me, has those stories, and we learn from them. Perhaps someone need to write an anonymous book about "How I screwed up with QFD." Also, don't be misled by the title - this book has very little to do with Six Sigma. It is all about QFD, with some glancing descriptions of how QFD interfaces with other tools and programs. There are occasionally annoying errors, such as the Japanese word for "Deployment" is incorrect.If you really want to learn about how QFD is used today, this book is good, but not definitive. Each consultant uses tools in their own way, and these ways differ. One prominent author in the field, who has different approaches to QFD, is never mentioned except in references. My suggestion is to read multiple authors and pick what works for you.

It provides clear instruction and it is a very detail oriented QFD handbook.Besides going through QFD in detail, it also talks about how to implement that with Design for Six Sigma and TRIZ.I had purchased this handbook with TRIZ book together so I am going to read TRIZ as well to enhance my QFD skill.It is really a great book.

This easy to use handbook by Joseph Ficalora and Louis Cohen is even better in its second edition. The authors clearly discuss many topics of use to professionals and students. I find the free electronic version particularly handy as source material for client presentations. The text's numerous examples aid in understanding some of the more difficult concepts such as handling implementation issues in a large and complex organizations, incorporation of quality practices in new product design and the use of the product planning matrix.The techniques discussed are applicble to a wide

range of effortsOverall this reference is a valuable addition to a professional's bookshelf for self instruction and quick reference. Also, I think it would be suitable as a textbook for an undergraduate, graduate or professional development courses in Quality Management. The text might also find use as an additional resource for a product and service design and development courses often included in industrial engineering programs.

Great Book! Very enlightening. The author is very thorough and will lead you to a very clear understanding of QFD, Customer interviews and how to process all of the data obtained in the search for unmet and underserved needs.

This book has served to tie a lot of loose ends for me, in my thinking, on the integration of VOC, VOB, etc... with requirements in Six Sigma and other types of projects. The author forces a deeper level of thinking on tool usage to understand the purpose behind the tool and the expected benefit. A truly seminal work.

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