

## To Satisfy & Delight Your Customer

"The consistent focus on satisfying and delighting the customer is extremely important . . . and refreshing. . ."

—Jack M. Kantola, Trompeter Electronics

"QFD without pain. . . Pardee has written a valuable and complete book on QFD. I plan to use this book as a guide to meeting my own customers' needs."

—Randy Rice, *The Software Quality Advisor*

" . . . very well written, insightful, and most importantly, useful. It is a very practical book."

—Ora Smith, CEO, Illinois Superconductor Co.

" . . . with eighteen years in research and development at Rockwell International's Science Center . . . I saw people from marketing, engineering, and manufacturing struggle with conflicting objectives such as salability, performance, and manufacturing cost without a way to find the best combination.

"In response, several colleagues and I began to look for better product design methods. We recognized many potential benefits from concurrent engineering. . . Today, concurrent engineering has come to mean any development method in which a team designs product and process together to best meet *all* the issues that influence the customer during the product's life.

"In looking for effective ways to do concurrent engineering, I spent five weeks in 1989 as a guest at Fiat's Central Research Laboratory. . . There I discovered a method called Quality Function Deployment (QFD).

" . . . QFD provided people in marketing, engineering, and manufacturing a systematic process to reach consensus on detailed decisions. It was the structure I sought for concurrent engineering.

"I believe in QFD more than ever, and I hope you will, too. . ."

—from the preface

### About the Author

William J. Pardee is a consultant, trainer, and speaker on ways to improve the product development process and to create high-quality products that customers want. After a distinguished career in research and development that included 18 years at Rockwell International, he founded Pardee Quality Methods to consult and teach full time.



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### Glossary

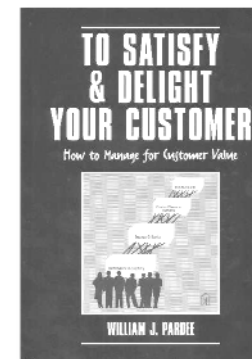
### Bibliography

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# To Satisfy & Delight Your Customer

## How to Manage for Customer Value

by William J. Pardee



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*Revitalize Your Approach to Quality with Powerful QFD Techniques and an Extensive Case Study*

Product development is hard, so hard that most new products fail to meet business goals. Quality Function Deployment (QFD) is a process for consistently developing successful products and services. At its core is the fundamental belief in achieving success through meeting your customer's needs better than anyone else.

This book explains how to do QFD easily and effectively. It breaks down the complex, multi-staged QFD process into easily understood tasks, starting with setting better business goals. Later chapters discuss the detailed development tasks, from discovering customer benefits through planning the implementation of the product or service, as well as the day-to-day

management tasks, which include planning, scheduling, reviewing, facilitating, and training. The lessons come alive as the author illustrates key concepts with a case study of the design and construction of a golf course in Mexico.

In the second part of the book, the author extends the QFD process into four common situations: managing a product line; satisfying stakeholders with very different concerns; selecting the best of numerous promising commercial applications of a new technology; and coordinating multiple teams without losing sight of the customer forest for the technology trees.

Each component of the process is clearly explained so that readers can adapt QFD to their own world.

Read more about this book at  
<http://www.dorsethouse.com/books/sdyc.html>