



# Practical Manual of Quality Function Deployment

By Davide Maritan

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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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#### Review

"Maritan has written one of the best books to date on QFD. [...] With the exception of the 'bibles' by QFD founders Akao and Mizuno, you can now toss the rest of your QFD library." (Glenn Mazur, QFD Institute, Amazon, October 2014)

#### From the Back Cover

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#### About the Author

Davide Maritan is the head of Maritan Engineering, which focuses on Quality Function Deployment, creative innovation, software and renewable energy design. He is also the CEO at Geotherm Srl, which sells geothermal heat pump systems. He has two decades of experience in consulting and teaching in QFD, market analysis and creative decision support systems. He holds an MSc degree in Electronic Engineering from the University of Padua, Italy.

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