



Commercializing Great Products With Design for Six Sigma

By Randy Perry, David Bacon

Pearson Education (US), United States, 2010. Paperback. Book Condition: New. 241 x 183 mm. Language: English . Brand New Book. Optimize Every Stage of Your Product Development and Commercialization To remain competitive, companies must become more effective at identifying, developing, and commercializing new products and services. Design for Six Sigma (DFSS) is the most powerful approach available for achieving these goals reliably and efficiently. Now, for the first time, there s a comprehensive, hands-on guide to utilizing DFSS in real-world product development. Using a start-to-finish case study, a practical roadmap, and easy-to-use templates, Commercializing Great Products with Design for Six Sigma shows how to optimize every stage of product commercialization. Drawing on a combined sixty-five years of product experience, the authors show how to make better product and portfolio decisions; develop better business cases and benefits assessments; create better concepts and designs; scale up manufacturing more effectively; and execute better launches. Learn how to * Establish infrastructure to support successful commercialization* Use Stage-Gate(R) processes to minimize risk and optimize the use of people and resources* Create better plans: Segment markets, define product value, estimate financial value, and position new products for success* Capture the Voice of the Customer, analyze it,...



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