



Taguchi's Quality Engineering Handbook

By Genichi Taguchi, Subir Chowdhury, Yuin Wu

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"This book is a great demonstration of this powerful approach and how it can make a meaningful difference in any type of business. It takes a dedicated engineering approach to implement, but the payback in customer satisfaction and growth is dramatic."

—Lou Giuliano, chairman, president, and CEO, ITT Industries

No other single volume presents the full breadth of founding beliefs behind the successful engineering practices used by today's leading companies. Helpful to companies in both manufacturing and service industries, *Taguchi's Quality Engineering Handbook* provides accessible material on such topics as:

- Quality loss function
- On-line quality engineering
- Signal-to-noise ratio
- Robust engineering
- Design of experiments (known as the "Taguchi method")
- Mahalanobis-Taguchi Systems (MTS)
- and more.

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Editorial Review

Review

"...One can find praise for *Taguchi's Quality Engineering Handbook* right at the beginning of the book, where several well-known authorities express their opinions—in fact, admiration. This reviewer totally concurs. It remains to praise and congratulate the authors and the publisher for their part in bringing out this great volume of more than 1,600 pages." (*Choice*, September 2006)

From the Back Cover

Praise for Taguchi's Quality Engineering handbook

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"Dr. Taguchi's enduring work is of great importance to the field of quality."

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Taguchi's Quality Engineering Handbook is a landmark resource for everyone interested in quality and engineering, from engineers and managers to upper-level VPs and educators.

About the Author

GENICHI TAGUCHI, DSc, is Executive Director of the American Supplier Institute (ASI). Dr. Taguchi, an international authority in quality engineering, was awarded the prestigious Deming Prize in 1960 and the Willard F. Rockwell Medal in 1986. He was inducted into the World Level of the Hall of Fame for Engineering, Science, and Technology in 1998, and the Automotive Hall of Fame in 1997. He authored or coauthored forty books and more than 400 technical articles in leading journals.

SUBIR CHOWDHURY, DEng, is Chairman and CEO of ASI Consulting Group. He is one of the world's

foremost authorities in helping leaders achieve positive and measurable results in business process improvement. He has been awarded the Willard F. Rockwell Medal and was inducted into the World Level of the Hall of Fame for Engineering, Science, and Technology in 2004. Hailed by the New York Times as the "Leading Quality Expert," he is the author of eleven books, including *The Power of Six Sigma*, which has sold more than a million copies and has been translated into twenty languages.

The late **YUIN WU** was executive director of ASI. He penned the first English (and Chinese) translations of Taguchi's work, and is credited with conducting the first Taguchi Methods experiments in the United States while working with private industry in California. He was active as a consultant in North America as well as many countries in Europe, South America, and Asia. He was the author of several books and hundreds of technical papers.

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