



Quality Assurance: Applying Methodologies for Launching New Products, Services, and Customer Satisfaction (Practical Quality of the Future)

By D. H. Stamatis

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Quality Assurance: Applying Methodologies for Launching New Products, Services, and Customer Satisfaction (Practical Quality of the Future) By D. H. Stamatis

Although regularly introducing new products or services is the lifeblood of most industries, bringing them to market can be fraught with peril. Timing, cost, and quality all play important roles in a successful product launch and avoiding expensive ? often in more than just dollars ? recalls and redesigns. **Quality Assurance: Applying Methodologies for Launching New Products, Services, and Customer Satisfaction** details continual improvement (CI), a proven process for avoiding common problems and creating customer satisfaction.

The book explores the three fundamental approaches required to create a truly CI culture in any organization: a) consistent philosophy of improvement by management, b) receptive organizational culture, and c) the entire culture of the organization must be willing to make decisions based on measurement and data. It outlines the seven principles: research/plan, assure, explain, prioritize, demonstrate, confirm, and show. However, as with CI itself, this attitude must be incorporated into the processes of any organization and create products or services for the market place that will *delight* customers rather than just satisfying them.

Time and cost constraints are the biggest culprits here, not any one person's lack of due diligence. When this happens, organizations must look at the bigger picture internally and identify it as a system problem. Based on the author's 35 years of experience, this book covers the essential items for doing *the right thing the first time* especially during launching a good product and/or service to the customer. It identifies key indicators and methodologies that will help you attain excellent performance, delivery, and cost with both the customer and supplier. In other words, by following these methodologies and indicators, the *job will get done right the first time*.

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Editorial Review

Review

"That new product or service your organization offers might be fantastic. But unless you can bring it to market efficiently, it really won't matter. In **Quality Assurance**, D.H. Stamatis distills his decades of experience in management and quality training to tackle the timing, quality, and cost of delivering such goods. Stamatis discusses the importance of quality systems failure mode and effects analysis (FMEA), statistical process control, and audits."

?*Industrial Engineer*, November 2015

"Dr. Stamatis takes a complex and critical subject and breaks it down into logical and easily understandable components. Launching of new products is something that most companies recognize needs a great amount of improvement. Continuous Improvement dictates that we constantly reexamine our processes and not only simplify, but standardize as our markets become seamlessly global."

?Robert Horner, Director – Global Quality, Dana Holding Corporation

"Incremental improvements come in many shapes and forms, this book is a home run for any organization needing clarity and definition around and end to end improvement map. Dean simplifies the process with deep thought provoking proven practices aligned sequentially around a complete success model based on his years of experience."

?Kreg Kukor, 25 + year Global Quality Management Professional, Johnson City, Tennessee

"I have had the pleasure of working together with Dr. Stamatis in very challenging cultural change projects. During these, I have been able to see the concepts that are explained in this book fully linked and in practice. Dean is not only a writer or an academic, he is a seasoned guru with real world experience and knows exactly what are they key points to successful launch of new products. This book addresses them all. ... This is a must-read for seasoned continuous improvement leaders and novice practitioners in the quest of guidance through their lean journey."

?Carlos A Sanchez Osorio, Federal-Mogul Powertrain

Dean has creativity captured the spirit of quality assurance and important methods to achieve excellence in product development. The book has dissected quality in a way that allows the reader to understand the elements and dimensions of quality. Dean challenges us to apply proven methodologies, like internal audits, to apply the method in a way that will add value for our organizations."

?Anthony Roark, President, Roark & Associates LLC. LEARN2SEE®

Users Review

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Terry Tyrrell:

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