



Design for Six Sigma

Six Sigma-the near-perfect rate of only 3.4 defects per million opportunities and the management strategy to which Jack Welch attributes GE's phenomenal success-is on the list of all successful organizations as they navigate the road to dramatic profit increases and improved customer satisfaction. Even with excellent Six Sigma implementation, most companies are able to achieve only Five Sigma, which is not enough in today's ultracompetitive marketplace. For the first time, leading quality expert and author Subir Chowdhury presents Design For Six Sigma (DFSS), a revolutionary five-step process that takes a company all the way to Six Sigma. Chowdhury evaluated company processes based on the cash consumed and discovered that engineering stands out as a key function within any organization: The decisions made at the engineering level profoundly influence a company's subsequent budget. Therefore, the real opportunities for increased competitiveness come from the activities associated with the engineering department. DFSS attacks a company's problems at the product development stage and incorporates the need for quality products and increased profits. In Design For Six Sigma, Chowdhury explains to managers and company decision makers how to fully reap the benefits of this methodology and become a market leader. Author Biography: Subir Chowdhury is the author of international bestsellers Management 21C and The Power of Six Sigma, which received critical media attention in the New York Times, USA Today, San Francisco Chronicle, and Publisher's Weekly. He is executive vice president of the ASI-American Supplier Institute and former chairman of the American Society for Quality's Automotive Division. Chowdhury, a young business professional, is rapidly becoming known as one of the best management thinkers of the 21st century.