

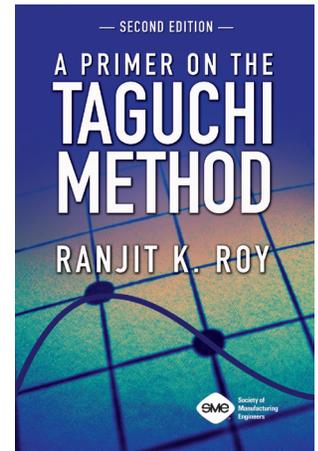
# DISCOVER DATA-DRIVEN SOLUTIONS TO REDUCE VARIABILITY, REJECTS, AND REWORK!

## A PRIMER ON THE TAGUCHI METHOD, SECOND EDITION

by Ranjit Roy

300 pages, hardcover, 2010, 978-0872638648

Order Code: BK09PUB26, \$105.00, SME Members: \$90.00 (U.S.)



In the completely revised second edition, additional chapters and more case studies add to the clear, simple, and essentially non-mathematical presentation of the basic concepts, techniques, and applications of the renowned Taguchi approach. This practical guide introduces the fundamentals of Taguchi experimental design and shows engineers how to design, analyze, and interpret experiments for a wide range of common products and processes.

### WHAT READERS ARE SAYING

“...a clear, step-by-step guide to the Taguchi design of experiments method. The careful descriptions, calculations, and examples demonstrate the versatility of these practical and powerful tools.”  
—Fred Schenkelberg, consultant, FMS Reliability, Los Gatos, CA

“Dr. Roy presents the theory and relates it to practical examples, explaining difficult concepts in an understandable manner. This is an easy-to-read, right-on-the-mark guide to understanding and applying Taguchi robust design and DOE. Readers will find these techniques extremely useful, practical, and easily applied to the daily job.”

—George Li, process improvement manager, Research in Motion, Waterloo, Ontario, Canada

“The book has a detailed discussion of Taguchi methods that are not covered in great detail in many books on DOE.”

—Frederick H. Long, president, Spectroscopic Solutions, LLC, Randolph, NJ

“Dr. Roy’s name is instantly associated with Taguchi methodologies in the manufacturing industries. His skill set is also being recognized for project management instruction. The new edition includes more easy-to-follow descriptions and examples.”

—Andrea Stamps, engineering specialist, six sigma master black belt, General Dynamics, Southfield, MI

“Research engineers, process development engineers, pilot plant engineers, design engineers, national research labs and academic

research laboratories should use this book extensively. It’s a practical textbook on how to maximize output with minimal use of resources.”

—Dr. Naresh Mahamuni, research associate, North Carolina A&T University, Greensboro, NC

“Dr. Roy has many years of practical experience helping engineers understand and improve their engineering, reliability, and problem-solving skills using Dr. Taguchi’s ideas. He anticipates questions engineers would ask and provides information exactly when it is needed.”

—Larry R. Smith, quality and reliability manager (retired), Ford Motor Co., Dearborn, MI

“A large number of examples support the contents. Case studies are enumerated, which is a strength of the book.”

—Dr. Pradeep Kumar, professor and head, Dept. of Mechanical and Industrial Engineering, Indian Institute of Technology Roorkee

“Dr. Roy’s book lists many application examples that can help engineers use the Taguchi method effectively.”

—Dr. Side Zhao, control engineer, NACCO Materials Handling Group, Portland, OR

“The author’s experience on the topic is what makes this book very useful as a principal reference in teaching the Taguchi method in quality engineering.”

—Dr. Carlos Diaz Ramos, research professor, Instituto Tecnológico de Orizaba and Universidad Veracruzana, Mexico

“The author is able to explain concepts in a very knowledgeable yet down-to-earth and systematic manner. The material is very well organized.”

—Kush Shah, manager, alternative propulsion technology quality, General Motors, LLC, Pontiac, MI

“This book is a valuable introductory text in Taguchi methods with a number of illustrative examples and case studies that make the concepts clearer than books with theory only.”

—Dr. R. Mahalinga Iyer, senior lecturer, Queensland University of Technology, Brisbane, Queensland, Australia

## ORDER TODAY...



### Society of Manufacturing Engineers

One SME Drive, P.O. Box 930, Dearborn, MI 48121-0930 • Phone 313-425-3000 • 800-733-4763

• Fax 313-425-3401 • [www.sme.org/store](http://www.sme.org/store) • e-mail: [service@sme.org](mailto:service@sme.org)