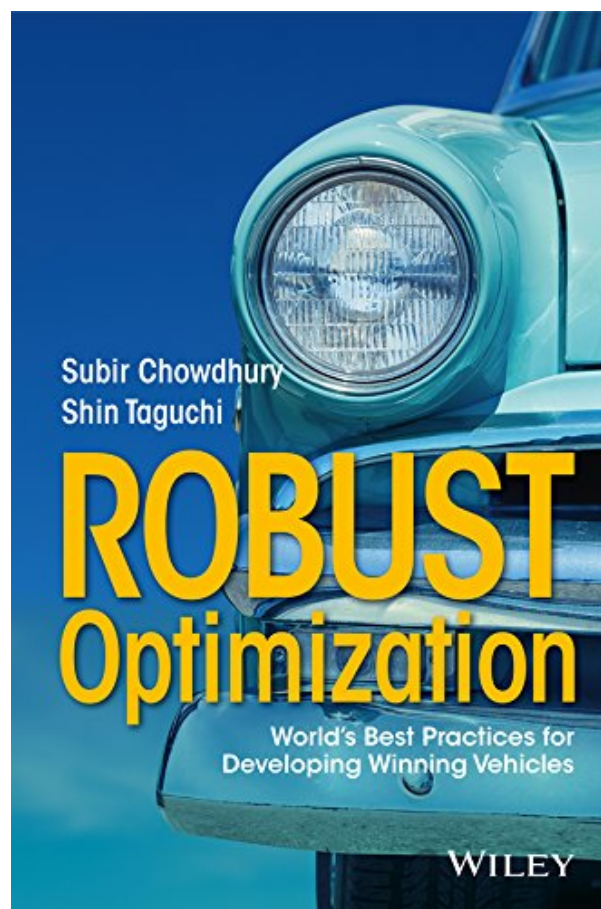
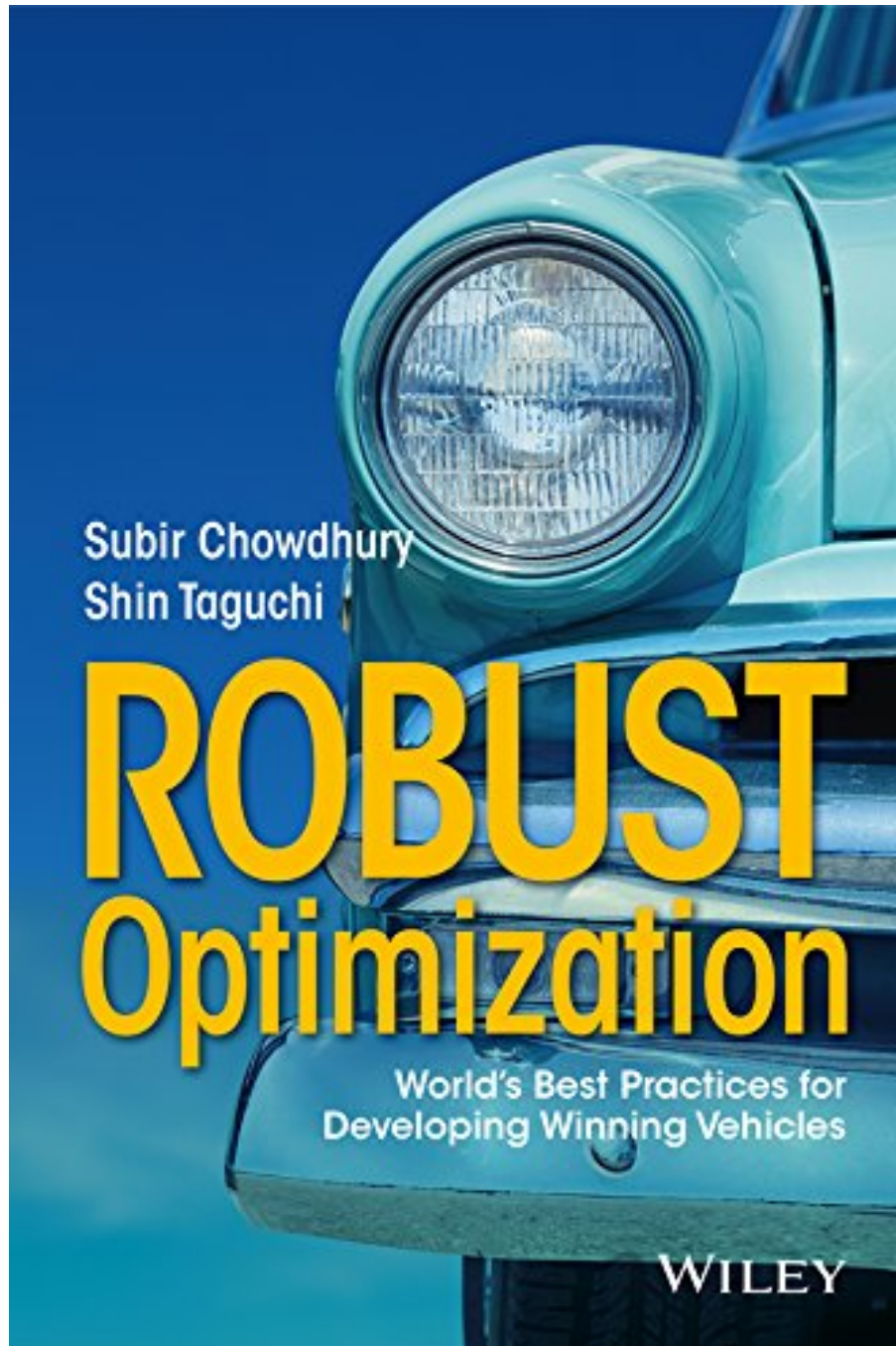


# **ROBUST OPTIMIZATION: WORLD'S BEST PRACTICES FOR DEVELOPING WINNING VEHICLES BY SUBIR CHOWDHURY, SHIN TAGUCHI**



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## About the Author

Subir Chowdhury has been a thought leader in quality management strategy and methodology for more than 20 years. Currently Chairman and CEO of ASI Consulting Group, LLC, he leads Six Sigma and Quality Leadership implementation, and consulting and training efforts. Subir's work has earned him numerous awards and recognition. The New York Times cited him as a "leading quality expert"; BusinessWeek hailed him as the "Quality Prophet." The Conference Board Review described him as "an excitable, enthusiastic evangelist for quality."

Subir has worked with many organizations across diverse industries including manufacturing, healthcare, food, and non-profit organizations. His client list includes major global corporations and industrial leaders such as American Axle, Berger Health Systems, Bosch, Caterpillar, Daewoo, Delphi Automotive Systems, Fiat-Chrysler Automotive, Ford, General Motors, Hyundai Motor Company, ITT Industries, Johns Manville, Kaplan Professional, Kia Motors, Leader Dogs for the Blind, Loral Space Systems, Make It Right Foundation, Mark IV Automotive, Procter & Gamble, State of Michigan, Thomson Multimedia, TRW, Volkswagen, Xerox, and more. Under Subir's leadership, ASI Consulting Group has helped hundreds of clients around the world save billions of dollars in recovered productivity and increased revenues.

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Robust Optimization is a method to improve robustness using low-cost variations of a single, conceptual design. The benefits of Robust Optimization include faster product development cycles; faster launch cycles; fewer manufacturing problems; fewer field problems; lower-cost, higher performing products and processes; and lower warranty costs. All these benefits can be realized if engineering and product development leadership of automotive and manufacturing organizations leverage the power of using Robust Optimization as a competitive weapon.

Written by world renowned authors, Robust Optimization: World's Best Practices for Developing Winning Vehicles, is a ground breaking book which introduces the technical management strategy of Robust Optimization. The authors discuss what the strategy entails, 8 steps for Robust Optimization and Robust Assessment, and how to lead it in a technical organization with an implementation strategy. Robust Optimization is defined and it is demonstrated how the techniques can be applied to manufacturing organizations, especially those with automotive industry applications, so that Robust Optimization creates the flexibility that minimizes product development cost, reduces product time-to-market, and increases overall productivity.

Key features:

- Presents best practices from around the globe on Robust Optimization that can be applied in any manufacturing and automotive organization in the world
- Includes 19 successfully implemented best case studies from automotive original equipment manufacturers and suppliers
- Provides manufacturing industries with proven techniques to become more competitive in the global market
- Provides clarity concerning the common misinterpretations on Robust Optimization

Robust Optimization: World's Best Practices for Developing Winning Vehicles is a must-have book for engineers and managers who are working on design, product, manufacturing, mechanical, electrical, process, quality area; all levels of management especially in product development area, research and development personnel and consultants. It also serves as an excellent reference for students and teachers in engineering.

- Sales Rank: #2495758 in eBooks
- Published on: 2016-01-19
- Released on: 2016-01-19
- Format: Kindle eBook

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