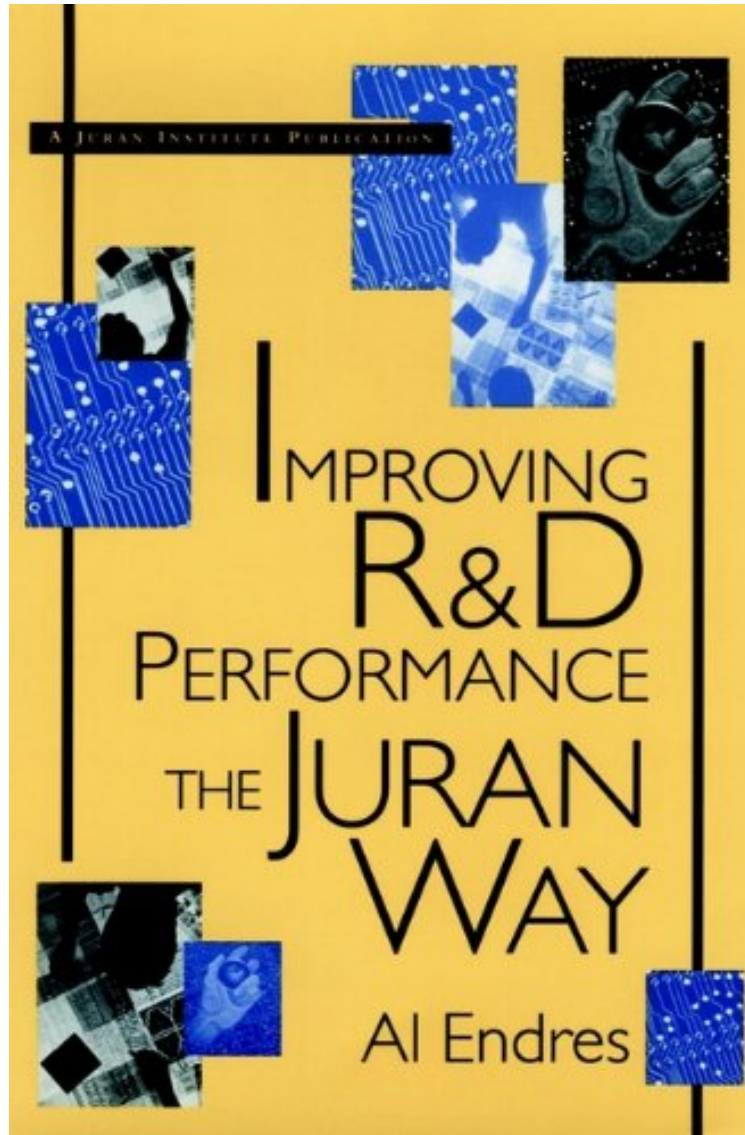


Improving RD Performance: The Juran Way

Al Endres

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Al Endres : Improving RD Performance: The Juran Way before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Improving RD Performance: The Juran Way*:

Learn how to maximize the performance and profitability of RD in your company This book describes how managers at industry elites have successfully applied quality principles to bring RD into the strategic fold. Al Endres explores the unique characteristics of the RD environment and describes proven quality process techniques for significantly

improving the way RD handles such issues as cycle time, resources, customer satisfaction, process improvement, and product innovation and development. * Features case studies from Eastman Chemical, Corning, Boeing, Alcoa, and other firms

AL ENDRES, PhD, (Tampa, Florida) is Director of the Center for Quality at the University of Tampa . As Vice President of the Juran Institute, he was responsible for the research and development of educational material on quality systems for services. THE JURAN INSTITUTE is an international quality and management consultancy.

From the PublisherDetails how to plan, design, implement, and improve quality systems that will enhance RD's handling of a range of vital issues, including faster cycle times, increasing customer satisfaction levels, process improvements, and innovative product development. The book draws from original research undertaken at the renowned Juran Institute and papers presented at its Symposia on Managing for Quality in RD to emphasize key concepts and features, relevant examples from industry, as well as actionable items the reader can use to re-think a company's RD effort.

From the Inside FlapDriven by the need to sustain growth, increase profitability, develop new products, and improve customer service, savvy organizations are turning their attention to improving Research Development processes. To achieve aggressive business goals, today's top organizations are coming to recognize the value of aligning RD's priorities and portfolios with those of their business units and the needs of the marketplace. Industry leaders such as 3M, Rubbermaid, Eastman Kodak, Steelcase, and Levi Strauss all have made significant changes in their organizational structures and processes in order to ensure RD performance that supports their strategic focus on quality. Improving RD Performance the Juran Way recognizes this new imperative and demonstrates, in detail, how to plan, design, implement, and improve quality systems that will enhance RD's handling of a range of vital issues, including cycle times, increasing customer satisfaction levels, process improvements, and innovative product development. Drawing from original research undertaken at the renowned Juran Institute and papers presented at its Symposia on Managing for Quality in RD, this timely, eye-opening book:

- * Explores the unique characteristics of the RD environment and how they affect the design and implementation of a quality system
- * Details effective methods for developing, classifying, and aligning measurements of RD quality, using examples from AlliedSignal, IBM, and Corning
- * Provides guidelines and case studies exemplifying RD quality assessments based on the Baldrige Assessments and the ISO 9000 series of standards
- * Describes how to use quality processes to develop and manage intellectual property, including partnerships with outside organizations, the transferal of intellectual property into new processes and products, and the maximization of returns on RD investments.
- * Offers practical, experience-based advice from executives in RD organizations on the specific issues of quality system planning, design, and implementation. Includes an invaluable "lessons learned" chapter with a report from A. Blanton Godfrey, Chair and CEO of the Juran Institute. Supported by an array of handy work-sheets, checklists, flowcharts, and numerous case studies, Improving RD Performance the Juran Way is an invaluable guide to bringing RD into the strategic fold, and improving the overall performance of your organization.

From the Back CoverMaximize the performance and profitability of RD in your company In today's highly competitive marketplace, aligning RD's goals with an organization's strategic business goals has become an urgent priority. Improving RD Performance the Juran Way offers executives, managers, and quality professionals a lucid, practical guide to the concepts, processes, and tools for improving RD performance in classification, assessment, intellectual property management, and other vital areas. Packed with illuminating case studies, as well as detailed advice from industry leaders, this is an invaluable resource for designing and implementing quality systems for RD. Driven by the need to sustain growth, increase profitability, develop new products, and improve customer service, savvy organizations are turning their attention to improving Research Development processes. To achieve aggressive business goals, today's top organizations are coming to recognize the value of aligning RD's priorities and portfolios with those of their business units and the needs of the marketplace. Industry leaders such as 3M, Rubbermaid, Eastman Kodak, Steelcase, and Levi Strauss all have made significant changes in their organizational structures and processes in order to ensure RD performance that supports their strategic focus on quality. Improving RD Performance the Juran Way recognizes this new imperative and demonstrates, in detail, how to plan, design, implement, and improve quality systems that will enhance RD's handling of a range of vital issues, including cycle times, increasing customer satisfaction levels, process improvements, and innovative product development. Drawing from original research undertaken at the renowned Juran Institute and papers presented at its Symposia on Managing for Quality in RD, this timely, eye-opening book:

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