



Value Management Creating Competitive Advantage

By J. Jerry Kaufman

Sakura House Publishing. Paperback. Book Condition: New. Paperback. 102 pages. Dimensions: 8.4in. x 5.5in. x 0.4in. This is an accessible book about the concept of Value Engineering, which is a problem solving method that cuts across disciplines. The concept was pioneered by General Electric and the U. S. Navy and is widely used in, many technology industries. The focus here is on the new use of Fast (Function Analysis System Technique) in TQM, and other processes, which can now be directed at marketing. It is the new application of techniques from engineering to develop a better match between a product and the market. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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