



Robust Optimization: World's Best Practices for Developing Winning Vehicles

Subir Chowdhury, Shin Taguchi

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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.

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