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## Good Products Bad Products Essential Elements To Achieving Superior Quality

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*Good Products Bad Products Essential*

'Good Products, Bad Products...' was a book I won from a giveaway on Goodreads. This book was a very interesting read. I as a person who does not think about all the aspects that need to go into creating a good product, this book opened my eyes to that. The author does a nice job of explaining the many aspects of a quality product.

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*Good Products, Bad Products*

Good Products Bad Products: Essential Elements to Achieving Superior Quality. Good Products Bad Products is a very detailed book on how to improving the quality of products not just in terms of performance and profits, but also in terms of human-fit, aesthetic, craftsmanship, and eco-friendliness. Although this book was written in the context of the industrial products, the content is still extremely useful for anyone who involved in any kind of product design and creation regardless your ...

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In Good Products, Bad Products, you'll learn how to: Maximize your product's performance—and minimize the cost Appeal to your customer's emotions—with elegance and sophistication Make sure your product is a perfect fit—that's human, cultural, and global With competition growing stronger and fiercer every year, product quality has become the number-one factor in a company's success.

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“This book is the most comprehensive discussion of all the elements that go into producing superior products that I have read. I have thought a lot about quality over many years, yet the thinking reflected throughout [this] discussion is a real eye-opener for me. For anyone seriously interested in quality, this is a must read.”—Donald E. Petersen, retired President and Chairman, Ford ...

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He incorporates significant breadth of insight and intellectual contributions, from many sources, spanning different eras of thinking. His book *Good Products, Bad Products: Essential Elements to Achieving Superior Quality* develops new understanding on related critical issues in a manner previously unarticulated. This must-read book would benefit anyone associated with developing, marketing, financing or influencing decisions in product commerce.

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