

### Quality and Notable Names

- Quality: Ability of a product/service to consistently meet or exceed cust. Expectations

- Sony promotes continuous, decisive efforts to enhance product quality and to reinforce its quality management system

- Walter Shewart- "Father of statistical quality control" -  
Edwards Deming- The 14 points of quality management -  
Joseph Juran- Quality trilogy: quality planning, quality control, quality improvement - Taiichi Ohno & Shigeo Shingo - Toyota Executives- Developed philosophy and methods of kaizen

### Performance Quality Dimensions:

o Performance- Main Features/ characteristics

o Aesthetics- appearance, feel, smell, etc

o Conformance- conforms to design specifications

o Reliability

o Durability

o Perceived Quality- Indirect evaluation of quality

o Serviceability- Handling of complaints or repairs

o Consistency- Quality

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