## REFERENCES

- Akao, J. (1990). Quality Function Deployment: Integrating Customer Requirements into Product Design, translated by Glenn H. Mazur, Cambridge, MA.
- Akao, Yoji. and Mizuno. (1994). **QFD: The Customer-Driven Approach to Quality Planning and Deployment**. Asian Productivity Organization.
- Cohen, Lou. (1995). Quality Function Deployment: How to make QFD work for you. Addison-Wesley Longman.
- David. (1993). Kano's Methods for Understanding Customer-defined Quality. In:

  Center for Quality Management Journal, Vol. 4
- David L. Goetsch and Stanley B.Davic. (2000). Quality Management: Introduction to Total Quality Management for Production, Process, and Service. Prentice hall.
- How to Conduct a Kano Model Analysis. Available from:
  <a href="http://totallifesuccess.com/wiki/index.php/KanoModelAnalysis">http://totallifesuccess.com/wiki/index.php/KanoModelAnalysis</a>
- Jiju Antony and David preece. (2002). Understanding, Managing and Implementing

  Quality: Frameworks, techniques and cases. Routiedge.
- Kano, N., Seraku, N., Takahashi, F. and S.Tsuji. (1986). Attractive quality and mustbe quality, in: The best on quality. Milwaukee: ASQC Quality Press.
- Kano Analysis: A Little Something Extra Can Have Big Results. Available from: <a href="http://www.isixsigma.com/library/content/c030630a.asp">http://www.isixsigma.com/library/content/c030630a.asp</a>
- Kano Model theory of customer satisfaction. Available from: http://curiouscat.com/management/kanomodel.cfm
- Kano Model Analysis. Available from:
  - http://www.ucalgary.ca/~design/engg251/First%20Year%20Files/kano.pdf
- QFD Quality Function Deployment. Available from: http://www.productmanager.co.uk/PM QFD.htm



## **BIOGRAPHY**

Supatcha Pitinunt was born on October 13<sup>th</sup> 1981 in Bangkok. She receive a bachelor's degree in Electrical Engineering from Thammasart University since the academic year 2003. Currently, she is pursuing a Master degree in Engineering Business Management at Regional Centre for Manufacturing Systems Engineering, Cjulalongkorn University, Thailand and University of Warwick, England.

