

DOE Simplified: Practical Tools for Effective Experimentation, Third Edition

By Mark J. Anderson, Patrick J. Whitcomb

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Offering a planned approach for determining cause and effect, **DOE Simplified: Practical Tools for Effective Experimentation, Third Edition** integrates the authors' decades of combined experience in providing training, consulting, and computational tools to industrial experimenters. Supplying readers with the statistical means to analyze how numerous variables interact, it is ideal for those seeking breakthroughs in product quality and process efficiency via systematic experimentation.

Following in the footsteps of its bestselling predecessors, this edition incorporates a lively approach to learning the fundamentals of the design of experiments (DOE). It lightens up the inherently dry complexities with interesting sidebars and amusing anecdotes.

The book explains simple methods for collecting and displaying data and presents comparative experiments for testing hypotheses. Discussing how to block the sources of variation from your analysis, it looks at two-level factorial designs and covers analysis of variance. It also details a four-step planning process for designing and executing experiments that takes statistical power into consideration.

This edition includes a major revision of the software that accompanies the book (via download) and sets the stage for introducing experiment designs where the randomization of one or more hard-to-change factors can be restricted. Along these lines, it includes a new chapter on split plots and adds coverage of a number of recent developments in the design and analysis of experiments.

Readers have access to case studies, problems, practice experiments, a glossary of terms, and a glossary of statistical symbols, as well as a series of dynamic online lectures that cover the first several chapters of the book.

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Editorial Review

About the Author

Mark J. Anderson, PE, CQE, MBA, is a principal and general manager of Stat-Ease, Inc. in Minneapolis, Minnesota. A chemical engineer by profession, he also has a diverse array of experience in process development (earning a patent), quality assurance, marketing, purchasing, and general management. Prior to joining Stat-Ease, he spearheaded an award-winning quality improvement program (which generated millions of dollars in profit for an international manufacturer) and served as general manager for a medical device manufacturer. His other achievements include an extensive portfolio of published articles on design of experiments. Anderson co-authored (with Whitcomb) *RSM Simplified: Optimizing Processes Using Response Surface Methods for Design of Experiments* (Productivity Press, 2004).

Patrick J. Whitcomb, PE, MS, is the founding principal and president of Stat-Ease, Inc. Before starting his own business, he worked as a chemical engineer, quality assurance manager, and plant manager. Whitcomb developed Design-Ease® software, an easy-to-use program for design of two-level and general factorial experiments, and Design-Expert® software, an advanced user’s program for response surface, mixture, and combined designs. He has provided consulting and training on the application of design of experiments (DOE) and other statistical methods for decades. In 2013, the Minnesota Federation of Engineering, Science, and Technology Societies (MFESTS) awarded Whitcomb the Charles W. Britzius Distinguished Engineer Award for his lifetime achievements.

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Ella Butler:

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