

## Post-Publication Testimonials for “DOE Simplified”

“This introductory book/CD-ROM text for readers with minimal statistical background takes a fresh approach to fundamentals, covering basic statistics for DOE, simple methods for collecting and displaying data, drawing inferences, comparative experiments, blocking sources of variation from the analysis, and analysis of variance. Material is sprinkled with humorous anecdotes and quotes and thought-provoking sidebars.”

-- *Book News*

“For anyone who has been curious about using design of experiments (DOE) methods, but overwhelmed by the mathematics and interpretation involved, this may be the book for you.”

-- Linda Cubalchini-Travis, *Quality Progress*, January 2000

“Take a look at this delightful book...it totally captivated me...The style throughout is light and humorous with a minimum of jargon (and that well explained), but with no sacrifice in precision. Examples are from real day-to-day life...Practice problems follow through in the same spirit...sacrificing none of the unthreatening allure...If you are in a production or research field to which DOE methods have yet to be applied, if you are a student, or if you have to train others, this book is highly recommended. Even if you are moderately familiar with DOE, you may still find pockets of enlightenment well worth the purchase.”

-- Felix Grant, *Scientific Computing World*, October/November 2000

“The best way (that I can think of) to describe the book is a well-planned, two day, industrial short course on the design of experiments.”

-- Karen Copeland, *Journal of Quality Technology*, Vol. 33, No. 1, January 2001

“The popcorn example of two-level factorial design and analysis was absolutely terrific, carefully laid out, easy to follow, just an outstanding method for teaching the material in a way I could grasp. Your treatment didn’t shrink from the math where needed, but the equations effectively supported your careful, step-by-step explanation of the logic. This made it easy to understand how a two-level factorial works and why it is so powerful.”

-- Michael Snowden, Six Sigma student, 2003 correspondence to authors

“Authors Mark Anderson and Patrick Whitcomb have taken on the risk of making design of experiments language and procedures learnable for the practicing beginner. The chapters are easy to read and the sample problems provide valuable practice. By taking situations from everyday life and using simple language to transfer them to manufacturing and

laboratory environments, the authors have made an often dry, difficult subject attainable for even the uninitiated."

-- Jay Youngless, Assistant Editor, *Quality in Manufacturing*, June 1, 2004

"As a mechanical engineer (just beginning self study on the topic of DOE) I found this book very useful. The author provides practical insight that I was unable to find in other DOE or statistics books. This is not a book for advanced statisticians, however, it is a great book for someone trying to understand and apply the principles of DOE."

-- Reader review posted by Amazon.com on February 13, 2004

"It is very challenging to come up with a short, readable book on DOE for the beginner that covers enough to be useful but not too much to be overwhelming and the authors do succeed in that regard. In spite of some minor shortcomings, this book would be most helpful to the self-guided beginner or to someone who wants a quick refresher on some basic concepts of DOE."

--Willis A. Jensen, *Journal of Quality Technology*, Vol. 40, No.1, January 2008