

# Press Release



*The Measurement of Success*

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## **GREG BRUE AUTHORS 2nd MCGRAW-HILL SIX SIGMA BOOK**

Albuquerque, N.M., June 11, 2003 – Six Sigma Consultants, Inc. (SSC) ([www.sixsigmaco.com](http://www.sixsigmaco.com)) announces the publication of *Design for Six Sigma* by Greg Brue, company CEO and president. Co-authored with Robert Launsby, a recognized expert in process improvement and published by McGraw-Hill, *Design for Six Sigma* is Mr. Brue's second book, following the acclaimed *Six Sigma for Managers*, recently ranked #8 on McGraw-Hill's professional bestsellers' list.

In *Design for Six Sigma*, Messrs. Brue and Launsby examine how Six Sigma revolutionizes the ways in which companies can increase their quality expectations and achieve exceptional results, regardless of industry or market niche. This requires installing key Six Sigma building blocks—the *Design for Six Sigma* (DFSS) methodology—which the authors present in an engaging, easy-to-read format. DFSS incorporates Six Sigma principles in the initial design stage of any product, process or service, building in utmost quality, right from the start. The book covers essential DFSS topics, including:

- Important tools and their uses for ensuring DFSS efficiency and efficacy
- Guidelines and tips for seamless, successful DFSS implementation
- Optimizing the design process to achieve Six Sigma performance
- Integrating Six Sigma from the outset of new product development

Practical and proactive, *Design for Six Sigma* takes readers through a proven, step-by-step approach designed for maximum return on any Six Sigma investment. *Design for Six Sigma* is available wherever business publications are sold.

### **About Greg Brue and Six Sigma Consultants, Inc.**

Six Sigma Consultants, Inc. (SSC) has implemented Six Sigma programs worldwide for nearly a decade. SSC helps companies achieve substantial financial results, increase customer satisfaction and sustain gains through knowledge transfer. President and CEO Greg Brue was one of the first consultants to implement a global Six Sigma deployment at AlliedSignal, now Honeywell International, in 1994. Since then, he and his team have implemented numerous Six Sigma programs for diverse world-class organizations. Greg is the author of several publications, including *Six Sigma for Managers* and *Design for Six Sigma*, published by McGraw-Hill.

**About Robert Launsby**

Launsby Consulting assists companies in process improvement (Design for Six Sigma). President Robert Launsby has trained more than 5,000 professionals in various process improvement disciplines, including experimental design, process control, FMEA, concept selection, fuzzy control and QFD methodologies.

For more about Six Sigma Consultants, visit [www.sixsigmaco.com](http://www.sixsigmaco.com).

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