INDIANA POWER COMPANY... arranged by Jack Dunn, GE Utility Sales
Vice Pres.-Mgns. & some specialists... approx. 30
February 26, 1964 ... ... 95%

VP 3 Res.
Get more for money
Basis
  Quality
  No duplication
Efficiently identify and prevent

Approaches }
Concepts }
Tech. developed)

Examples
  Several
  Cement
  Maintenance, 000-2000
  Military flashlight
Psychological factors  75
  Tech. factors 25

Function
  Use
  Esteem
  Hdw
$ - Service ) function
  Org. )

Definition
  Ident.
  Evaluate
  Cause

System - piano

Jet - DC 6
  Don't fly part airplane - part training - short runway
Present status

Industry and European

Questions