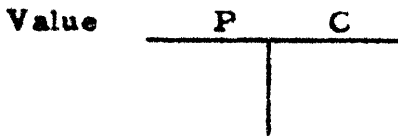


Customer - WESTERN ELECTRIC - Greensboro, N. C.  
(Requested by Syracuse HMED)  
February 29, 1963.....200 Engineers, some purchasing

"ENGINEERING EXCELLENCE THROUGH VALUE ANALYSIS"

Quality - trade off



What is VA

Allegory

Jet

Piano

Streets of Burlington

7 Places

Radar Control

Terminal

2 types tech.

Definition - Ident. Establish cause

Function approve

See problem better

Get alternatives

Use of consultants

Perf.

Economic