

For Immediate Release

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COMPETITIVE INNOVATION AND IMPROVEMENT: STATISTICAL DESIGN AND CONTROL

Oak Ridge, TN— APRIL 3, 2014— A new book due for release September 9, 2014 (published by CRC/ Productivity Press, 192 pages plus illustrations) authored by Nobi's Kieron Dey, features statistical design and control, combined in a novel way to solve problems quickly, with sustained results.

The strategy is pure scientific method, so integration into existing methodology is easy.

Written for anyone to use, optional footnotes provide more advanced technical insight. Organizations can apply with existing staff, releasing latent energy rather than adding work. Illustrated by large-scale case studies, a simple test is always used: sudden, sustained improvement.

The book suggests the real world, rather than mathematics alone, reveals in businesses how things work and how to make them work better.

"Pathbreaking" – Dr. Randy Brown, Director of Health Research, Mathematica Inc.

About Nobi Group:

Nobi Group is a privately held firm based in Oak Ridge, TN—a nexus for scientific development around the world. The experts in applying designed experiments to any industry, Nobi provides clients with a structured way to innovate by design, unleash creativity, and quantify the effects of different management tactics. Client competitive advantage is delivered suddenly and sustained. Nobi's introduction of cross-channel optimization in November of 2011 solves an entire class of problem faced by most industries—optimizing across multiple platforms, channels, markets, or divisions.

