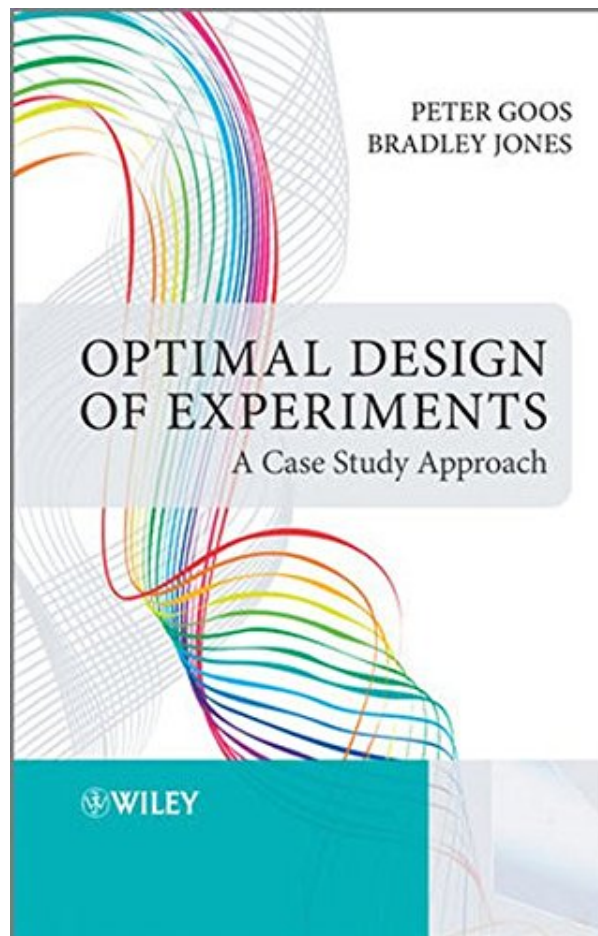
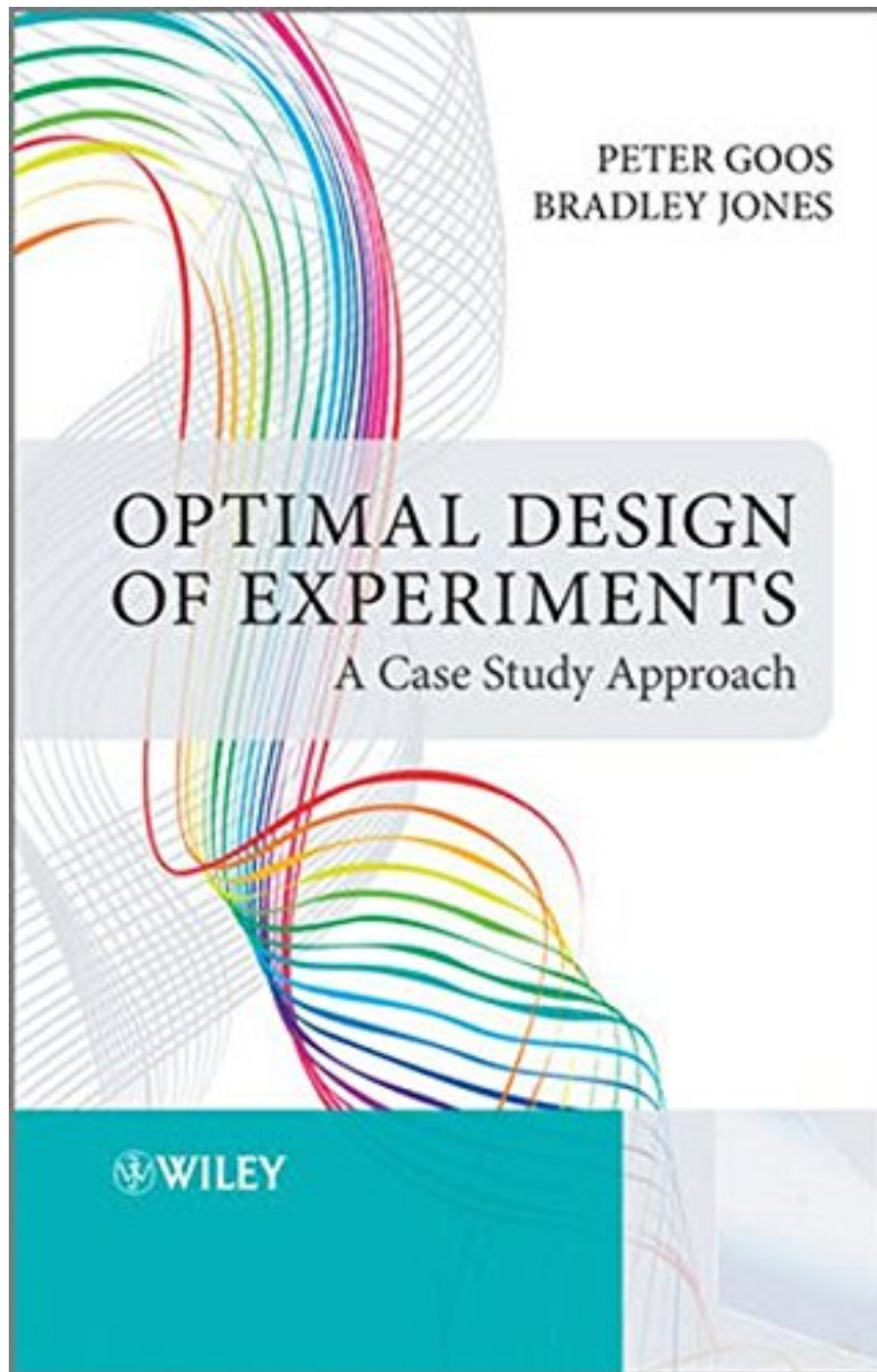


OPTIMAL DESIGN OF EXPERIMENTS: A CASE STUDY APPROACH BY PETER GOOS, BRADLEY JONES



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"It's been said: 'Design for the experiment, don't experiment for the design.' This book ably demonstrates this notion by showing how tailor-made, optimal designs can be effectively employed to meet a client's actual needs. It should be required reading for anyone interested in using the design of experiments in industrial settings."

—Christopher J. Nachtsheim, Frank A Donaldson Chair in Operations Management, Carlson School of Management, University of Minnesota

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About the Author

Peter Goos, Department of Mathematics, Statistics and Actuarial Sciences of the Faculty of Applied Economics of the University of Antwerp. His main research topic is the optimal design of experiments. He has published a book as well as several methodological articles on the design and analysis of blocked and split-plot experiments. Other interests of his in this area include discrete choice experiments, model-robust designs, experimental design for non-linear models and for multiresponse data, and Taguchi experiments. He is also a member of the editorial review board of the Journal of Quality Technology.

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This book demonstrates the utility of the computer-aided optimal design approach using real industrial examples. These examples address questions such as the following:

- How can I do screening inexpensively if I have dozens of factors to investigate?
- What can I do if I have day-to-day variability and I can only perform 3 runs a day?
- How can I do RSM cost effectively if I have categorical factors?
- How can I design and analyze experiments when there is a factor that can only be changed a few times over the study?
- How can I include both ingredients in a mixture and processing factors in the same study?
- How can I design an experiment if there are many factor combinations that are impossible to run?
- How can I make sure that a time trend due to warming up of equipment does not affect the conclusions from a study?
- How can I take into account batch information in when designing experiments involving multiple batches?
- How can I add runs to a botched experiment to resolve ambiguities?

While answering these questions the book also shows how to evaluate and compare designs. This allows researchers to make sensible trade-offs between the cost of experimentation and the amount of information they obtain.

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Excellent book with, like the title says, a very practical approach

By alanrvazquez

If you want to be up to date in design of experiments, you must buy this book. The mainly reasons why I gave this book a 5 stars rate are these:

- Every chapter begins like a Sherlock Holmes story, two guys confronting a peculiar situation. It includes the dialogues of Peter, Brad (the two guys) and the client, from the meeting until presentation of the results and recommendations.
- Then, the chapter continues with the development of all the theory behind the methods that were used. Very easy to read and to follow,
- Finally, at the end of the chapter, they give you the highlights you need in order to program the algorithm to construct optimal designs.

Also, the book very easy to read. You won't get bored and you will learn so much by reading this excellent book.

You have to create the design according to the characteristics of the problem instead of looking at an existing design and try to adjust your problem to it. Optimal Design main idea.

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Useful tools and interesting read

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I am a Ph.D. scientist who uses Design of Experiments extensively for new product development. As I am not a statistician by training, I greatly enjoyed the "short story" like writing style as it is interesting and easy to read. The first half of each chapter illustrates a different situation and how a custom experiment was designed to fit the problem (not the other way around). For those interested in the more rigorous statistical background, each chapter has a second half that goes into those details.

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