

CONTENTS

<ul style="list-style-type: none"> ● Opening Article 	
Basic Concept of VE and "Next MADE IN JAPAN"	
Hiromi Kuwahara (Hitachi Software Engineering)	1
<ul style="list-style-type: none"> ● VE Interview 	
Q&A to Mr. Yasumichi Koizumi (Nihon Suiko Consultant)	
Katsuyoshi Nagatsuma (Construction VE Engineers Center)	2
<ul style="list-style-type: none"> ● Conference Lecture 	
Process Innovation makes the company change	
Tetsuaki Sugawara (Brother Industries)	4
<ul style="list-style-type: none"> ● VE Case Study 	
Cost reduction in Sales viewpoint: "Y&M" Apartments	
Hidehito Mitsueda (Sunahara Corp.)	11
<ul style="list-style-type: none"> ● VE Report 	
The latest move in the VE policy for public works	
Katsuyoshi Nagatsuma (Construction VE Engineers Center)	15
<ul style="list-style-type: none"> ● VE Study Visit 	
Gomunolnaki Co., Ltd. - Odaka Head Office	
Hiroyasu Terazawa	19
<ul style="list-style-type: none"> ● VE Technical Papers 	
Creative risk management by reverse thinking function analysis approach (1)	
Manabu Sawaguchi (The SANNO Institute of Management)	25
How to evaluate Target Costing Activities (2)	
Masayasu Tanaka (Tokyo University of Science, Suwa)	
Harumi Otsuki (Meiji University)	31
<ul style="list-style-type: none"> ● Chapter News 	
Towards VE practice	
Haruo Yoshiwara (Yoshiwara Engineering Office)	37
<ul style="list-style-type: none"> ● SJVE Business Activities 	56
<ul style="list-style-type: none"> ● Architectural Terminology Column 	
Jargons using the names of sweets	10
<ul style="list-style-type: none"> ● Buzz Words 	
"Chiiki-Ryoku (Local Power)"	13
"Jitensha Sogyo (Diccionarier's Business)"	36
<ul style="list-style-type: none"> ● VES Letter 	
Report on successful VES examination	14
<ul style="list-style-type: none"> ● VEL Letter 	
Report on successful VEL examination	18
<ul style="list-style-type: none"> ● Value Engineer's Profile 	
Mr. Yukio Sugiyama (Gomunolnaki)	23
<ul style="list-style-type: none"> ● Bookshelf 	
"Imperial Hotel and its emotional service"	
"Who can or who cannot make skillful proposal?"	24
<ul style="list-style-type: none"> ● SJVE News 	
2004 VE conferences and seminars	29
VE Research Report No. 91 now on sale	30
2004 Call for SJVE awards nominations	54
2004 VE Basic Seminars	55
2004 US/Canada delegation tour	65
<ul style="list-style-type: none"> ● International News 	
SAVE Conference technical	43
<ul style="list-style-type: none"> ● VE Consultation Corner 	
How to use IT system effectively (2)	46
<ul style="list-style-type: none"> ● VE Trail 	
Chofu - Hino (Tokyo)	50