



Total Quality Essentials

Sarv Soin

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Total quality for your company. Apply Total Quality and reap the benefits in your company with this clear, concise guide to key points. Written especially for busy executives with no time to waste deciphering jargon, this book takes you straight to the heart of Total Quality and shows you how to: APPLY the famous Hoshin Kanri Planning Process; MANAGE key processes in both manufacturing, sales, and service organizations; CREATE a customer-obsessed organization; HANDLE customer complaints; DEVELOP a rigorous, successful improvement cycle; SECURE employee participation in improvements; AUDIT or review a Total Quality effort. This indispensable sourcebook also reviews the principles of Total Quality, analyzing the nature of "quality," the primacy of the customer, learning and growth in the organization, and more. This band-new revision of a business bestseller brings you: new quality initiatives; new ways to generate the highest quality products and services; new material on long-range planning, with insights on how nations and great companies plan for success; new section on how to create a business scorecard to measure the health or pulse of the business, and how to link the scorecard to key processes and business planning; expanded review of Total Quality Principles; The Chief Executive's role in the Total Quality effort; revised and expanded section on conducting Total Quality reviews or audits; and more!

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