



Quality Management: Introduction to Total Quality Management for Production, Processing, and Services (4th Edition)

By David L. Goetsch, Stanley B. Davis

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For courses in Quality Management, Total Quality Management, Quality Engineering, and Quality Technology. This direct, straightforward text provides students with material that focuses on making the theories and principles of total quality practical and useful in a real-world setting. It covers all of the elements of total quality, including several that receive little or no attention in other total quality books.

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Editorial Review

From the Back Cover

Quality Management: Introduction to Total Quality Management for Production, Processing, and Services provides comprehensive coverage of the information students and practitioners need in order to be well-informed managers, technologists, engineers, supervisors, and employees in today's quality-oriented workplace. Customers demand quality and affordability in the products and services they need. Their demands, coupled with the globalization phenomenon, have made today's marketplace intensely competitive. Consequently, in order to survive and prosper in this environment, organizations must continually improve the quality of their products, services, processes, and people. All of the fundamental quality concepts are covered at length. In addition, special attention is given to the following critical topics:

- Leadership and change
- Strategic planning and execution of strategic plans
- Quality, productivity, and competitiveness
- Establishing a quality culture
- Customer satisfaction and retention
- Employee involvement and empowerment
- Teamwork and team-building
- Eliminating office politics, negativity, and territorial behavior
- Conflict management and resolution
- Quality tools
- Continuous improvement
- Benchmarking
- Just-in-Time (JIT)
- Statistical Process Control (SPC)
- Quality Function Deployment (QFD)
- Six Sigma Quality
- Lessons from distinguished leaders

About the Author

David L. Goetsch is provost of the joint campus of the University of West Florida and Okaloosa-Walton Community College in Fort Walton Beach, Florida, where he also serves as professor of quality and safety management. He also administers Florida's Center for Manufacturing Competitiveness that is located on this campus and is president of The Management Institute, a private company dedicated to the continual improvement of quality, productivity, and competitiveness. Dr. Goetsch is cofounder of The Quality Institute, a partnership of the University of West Florida, Okaloosa-Walton Community College, and the Okaloosa Economic Development Council. He currently serves on the executive board of the Institute.

Stanley B. Davis was a manufacturing executive with Harris Corporation until his retirement in 1991. He was founding managing director of The Quality Institute and is a well-known expert in the areas of implementing total quality, statistical process control, just-in-time manufacturing, benchmarking, ISO 9000, and ISO 14000. He currently serves as professor of quality at the Institute and heads his own firm, Stanley B. Davis Consulting.

BACKGROUND

At one time in history, Great Britain was the world's leader in commerce and industry. Eventually, the United States emerged as a major friendly competitor. Then, following World War II, the United States took over as the undisputed world leader of commerce and industry. During these postwar years, while the United States was enjoying unparalleled prosperity, Japan and Germany were rebuilding from the ashes of the war. With a great deal of help from the United States, Japan was able to rebound and during the 1970s began to challenge the United States in such key manufacturing sectors as automobiles, computers, and consumer electronics. By 1980 Japan had emerged as a world-class competitor and a global leader in selected areas of commerce and industry. German industry had also reemerged by this time.

As a result, the United States found itself losing market share in economic sectors it had dominated (and taken for granted) for decades. At first, industrialists in the United States turned their backs on the lesson their counterparts in Japan, Germany, and other leading industrialized countries had learned. This lesson was that the key to competing in the international marketplace was to simultaneously improve both quality and productivity on a continual basis. However, as more and more market share slipped away, the message started to sink in to the United States. This belated awareness gave rise to a quality movement that began to take hold. Its progress was slow at first. However, an approach to doing business known as the total quality approach to quality management has caught on and is now widely practiced.

The total quality philosophy is an approach to doing business that focuses all of the resources of an organization on the continual and simultaneous improvement of both quality and productivity. The purpose of the total quality approach is to continually improve the organization's performance and, in turn, competitiveness.

WHY WAS THIS BOOK WRITTEN, AND FOR WHOM

This book was written in response to the need for a practical teaching resource that encompasses all of the various elements of the total quality approach and pulls them together in a coherent format that allows the reader to understand both the big picture and the specific details of total quality. It is intended for use in universities, colleges, community colleges, corporate environments, and any other settings in which people want to learn to be effective agents of the total quality approach or are attempting to implement total quality. Students enrolled in technology, engineering, or management programs will find this book both valuable and easy to use. Practitioners in corporate settings will find it a valuable guide in helping them understand and implement total quality.

The direct, straightforward presentation of material focuses on making the theories and principles of total quality practical and useful in a real-world setting. Up-to-date research has been integrated throughout in a down-to-earth manner.

ORGANIZATION OF THIS BOOK

The text consists of 22 chapters. A standard format is used throughout the book. Each chapter begins with a list of its major topics and ends with a comprehensive summary. Following the summary, each chapter contains end material consisting of key terms and concepts, factual review questions, a critical thinking activity, discussion assignments, and endnotes. The endnotes provide readers with comprehensive lists of additional reading and research material that can be pursued at the discretion of the student and/or the

instructor. The other end material is provided to encourage review, stimulate additional thought, promote discussion, and facilitate additional research.

HOW THIS BOOK DIFFERS FROM OTHERS

Most books on the market deal with one of the several elements of total quality, such as teamwork, just-in-time manufacturing, scientific measurement (SPC or quality tools), continual improvement, employee involvement, and so on. Many of the books available were developed with the advanced-level practitioner in mind rather than the beginner. Few of the books on the market were formatted for use in a classroom setting. This book was written to be both comprehensive and in depth. All of the elements of total quality are covered, including several that receive little or no attention in other total quality books (i.e., partnering, manufacturing networks, and how to implement total quality). Each of these subjects is covered in sufficient depth to allow a beginner to learn everything necessary to understand and implement total quality without having to look to any other source of information.

New in the Fourth Edition

The fourth edition contains major improvements that reflect both changes in the global marketplace and feedback from customers. These include the following:

1. Chapters 1 and 2 have been reversed so that the old Chapter 1 is now Chapter 2 and the old Chapter 2 is now Chapter 1.
2. "Quality Cases" were added, where applicable, to most chapters. These cases are real-world examples that illustrate concepts presented in their corresponding chapters. Each case highlights a well-known and widely recognized business that competes on a global basis.
3. The following new material was added to the chapters noted:
 - Chapter 1: (was Chapter 2): New sections were added: Two Views of Quality and Six Sigma Concept.
 - Chapter 2: (was Chapter 1): New sections were added: Costs of Poor Quality; Characteristics of World-class Organizations; E-Commerce, Information Quality, and Competitiveness; Key Global Trends; and Strengths and Weaknesses of U.S. Companies in the Global Marketplace.
 - Chapter 3: New sections were added: Creative Thinking in Strategic Planning and Strategic Planning in Action (examples from the real world of business).
 - Chapter 4: New section was added: Ethical Dilemmas, about concerns often faced in the workplace.
 - Chapter 5: New section was added: Innovative Alliances and Partnerships.
 - Chapter 6: New sections were added: Quality Culture versus Traditional Culture and Maintaining a Quality Culture.
 - Chapter 8: New sections were added: How to Recognize Empowered Employees and Avoiding Empowerment Traps.
 - Chapter 9: New sections were added: Lessons from Distinguished Leaders and Servant Leadership and Stewardship.
 - Chapter 11: New section was added: Personality and Communication.
 - Chapters 12 through 22. No new sections were added, but copious amounts of new material were added within existing sections.

ANCILLARY MATERIAL

Also available from the publisher is an instructor's resource manual that contains a test bank of questions, suggested answers to review questions, and a set of transparency masters.

Users Review

From reader reviews:

Dorathy Byers:

Reading a publication can be one of a lot of exercise that everyone in the world likes. Do you like reading book so. There are a lot of reasons why people like it. First reading a reserve will give you a lot of new data. When you read a book you will get new information because book is one of various ways to share the information as well as their idea. Second, examining a book will make you actually more imaginative. When you reading through a book especially fictional works book the author will bring you to imagine the story how the character types do it anything. Third, you can share your knowledge to others. When you read this Quality Management: Introduction to Total Quality Management for Production, Processing, and Services (4th Edition), you could tells your family, friends as well as soon about yours e-book. Your knowledge can inspire different ones, make them reading a e-book.

Betty Young:

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Robert Beck:

Your reading 6th sense will not betray anyone, why because this Quality Management: Introduction to Total Quality Management for Production, Processing, and Services (4th Edition) reserve written by well-known writer who really knows well how to make book which can be understand by anyone who have read the book. Written inside good manner for you, leaking every ideas and publishing skill only for eliminate your own hunger then you still doubt Quality Management: Introduction to Total Quality Management for Production, Processing, and Services (4th Edition) as good book but not only by the cover but also with the content. This is one book that can break don't evaluate book by its cover, so do you still needing another sixth sense to pick this!? Oh come on your looking at sixth sense already alerted you so why you have to listening to yet another sixth sense.

Irving Dorn:

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