



Quality Management for Organizational Excellence: Introduction to Total Quality (6th Edition)

David L. Goetsch, Stanley B. Davis

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This book features a straightforward, practical look at applying the theories and principles of total quality in the real world. Current and comprehensive, it covers every aspect of total quality -- including several that receive little or no attention in other total quality books — helping professionals understand that in order to compete in the global arena, businesses must achieve consistent peak performance, continual improvement, and maximum competitiveness. The sixth edition has been updated to include coverage of Lean and Lean Six Sigma. Key topics covered include global competitiveness; strategic management; ethics and corporate social responsibility; partnering and strategic alliances; quality culture; customer satisfaction and retention; employee empowerment; leadership; teamwork; communication; education and training; overcoming negativity; the ISO 9000 quality management system; tools and techniques; and implementing total quality management.



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