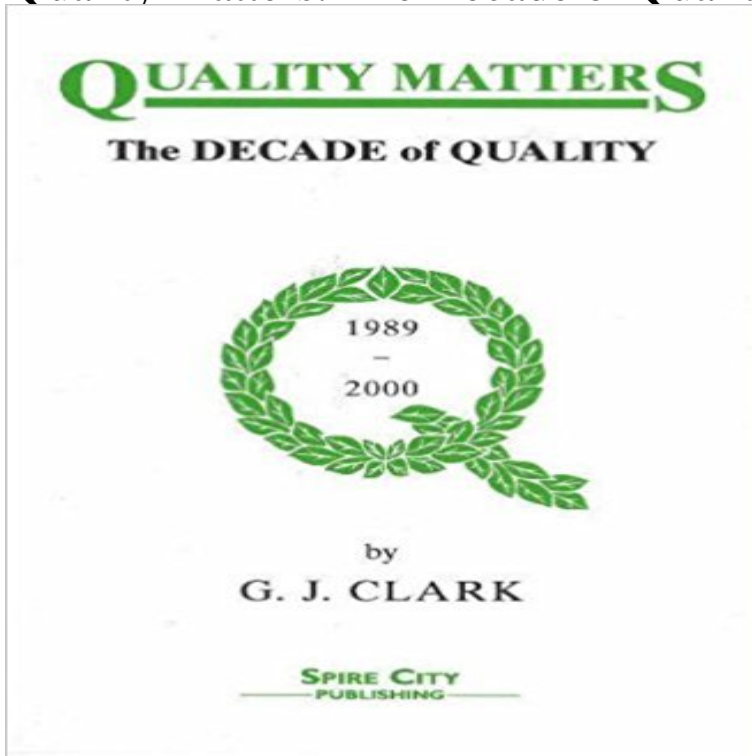


Quality Matters: The Decade of Quality 1989-2000



Provides a unique perspective on the philosophy and application of the key management strategies of the 1990s. The lessons learned are as relevant today and in the future as they were when they were applied. The book focuses on the practical application of Quality and Business Improvement, using presentations by leading world experts in their fields. The results of the applications are given showing the benefits, both financial, commercial and the intangibles (eg: morale). Also reported are the pitfalls encountered and what techniques are available - essential information for managers and executives, and particularly what role management should take for a Business Improvement project to be successful. This is given in readable non-mathematical form showing How projects are applied. Observation of the details of the above provides a snapshot of industrial history for researchers in academia and shows the progress of particular techniques in different industries and commerce. The book should appeal to general managers and executives who direct Business Improvement projects, management consultants, quality practitioners, government advisors, assessors, standards writers, and all those seeking a hands-on non-mathematical treatment of all disciplines associated with Quality.

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