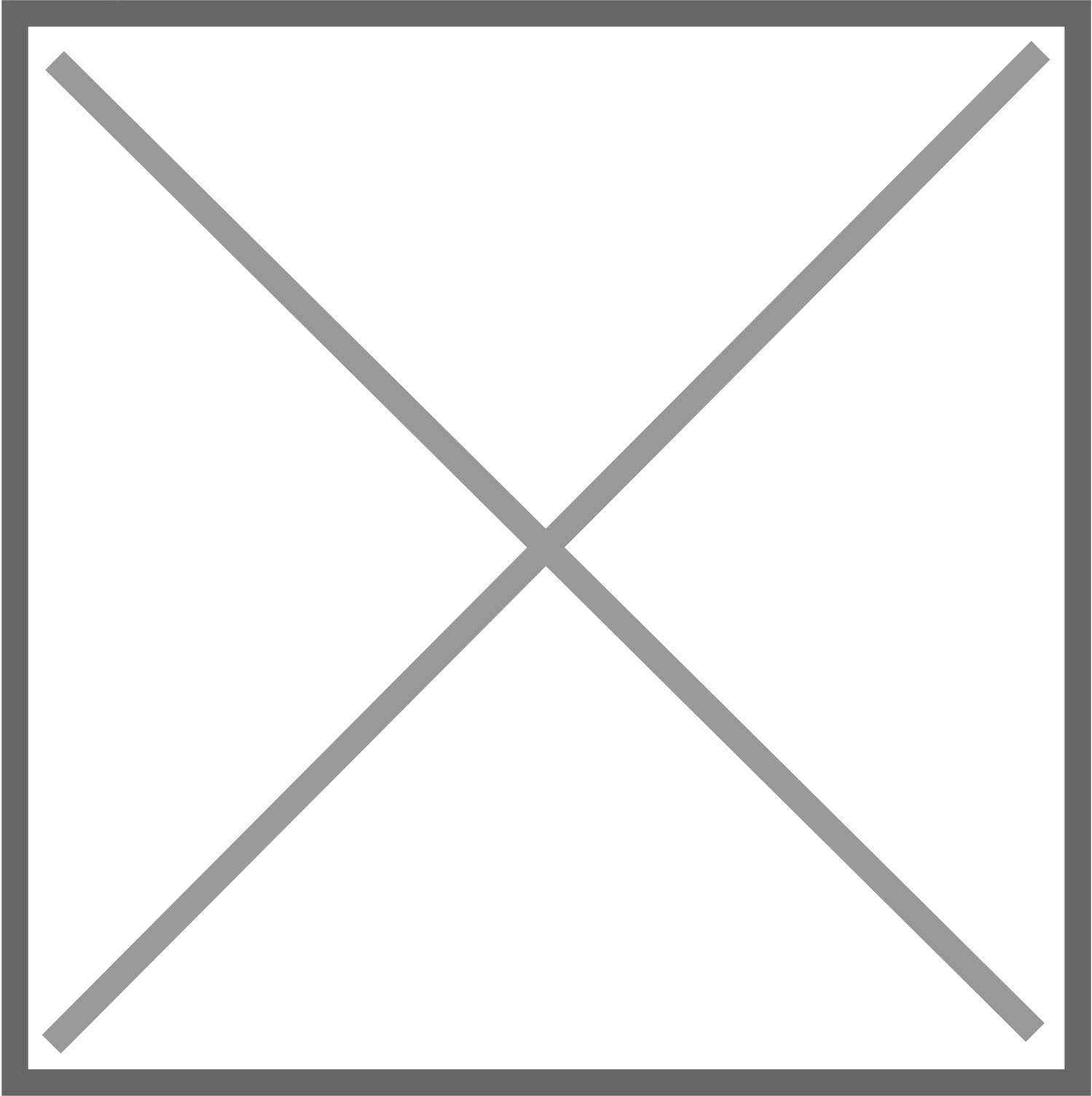






Total Quality Management

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Product Description

Total Quality Management (TQM), is an integrated approach in satisfying customer needs in totality on continuing basis, through involvement of each and every employee of the organization, making continuous improvement on one side and an appropriate cost effective technology on the other side. It is a management philosophy for professional excellence that too through customer orientation.

With the rapid advancement in technology and awareness, the users (customers) have become highly quality conscious and demands quality, reliability and safety in product and service. In view of this, industries need to upgrade their quality continuously.

Product and service quality requires managerial, technological and statistical concepts throughout all the major functions of an organization. The concepts like strategic management, competitive bench marking, self-managing teams, getting it right first time, zero defects, employee empowerment are important as a move towards Total Quality Management (TQM).

This book provides a fundamental and comprehensive coverage of Total Quality Management (TQM) in simple and easy to understand language. The book is divided in to two parts, Part-I covers the principles and practices of TQM, while part-II covers the tools and technology of TQM.

The book covers the syllabi of various university and therefore, should serve the needs of students of MBA and those of engineering, technology, and related disciplines. The professionals too will find this book to be a valuable reference in the field.



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