



Total Quality Management and Operational Excellence: Text with Cases

John S. Oakland

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The notion of "Quality" in business performance has exploded since the publication of the first edition of this classic text in 1989. Today there is a plethora of performance improvement frameworks including Baldrige, EFQM, Lean, Six Sigma and ISO 9001, offering a potentially confusing variety of ways to achieve business excellence.

Quality guru John Oakland's famous TQM model, in many ways a precursor to these frameworks, has evolved to become the ultimate holistic overview of performance improvement strategy. Incorporating the frameworks that succeeded it, the revised model redefines Quality by:

- Accelerating change
- Reducing cost
- Protecting reputation

Oakland's popular, practical, jargon-free style, along with ten case studies eight of which are brand new, effortlessly ties the model to its real-life applications, making it easy to understand how to apply what you've learned to your practices and achieve sustainable competitive advantage.

Total Quality Management and Operational Excellence: Text with Cases (Fourth Edition) is supplemented for the first time with a suite of online teaching aids for busy tutors. This exciting update of a classic text is perfect for all students studying for professional qualifications in the management of quality, or those studying science, engineering or business and management who need to understand the part TQM may play in their subjects.

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