



Total Quality: Management, Organization and Strategy

James R. Evans, Jr. James W. Dean

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This book has three objectives in mind for managers and business professionals: 1) to familiarize managers with the basic principles and methods associated with total quality management; 2) to show managers how these principles and methods have been put into effect in a variety of organizations; and, 3) to illustrate the relationship between TQM principles and the theories and models studied in management practice.

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