



# Quality Management for Organizational Excellence: Introduction to Total Quality (8th Edition)

*David L. Goetsch, Stanley Davis*

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*For courses in quality management, quality engineering, quality technology, and continuous process improvement in universities, colleges, community colleges, and corporate environments*

**A comprehensive, practical look at how to become an effective quality manager and decision maker focused on improving the quality of people, processes, products, and the work environment on a continual basis**

Current and future quality managers and decision makers gain the knowledge and skills they need to achieve organizational excellence. With a focus on continually developing the quality of people, processes, products, and the work environment, it covers all pertinent quality-related topics, including: an overview of quality, quality and global competitiveness, strategic alliances, establishing a culture of quality, customer satisfaction and quality, employee empowerment, leadership and change management, team building and teamwork, education and training for quality, overcoming internal politics and conflict, quality tools, problem solving and decision making, quality function deployment, statistical process control, continual improvement methods, such as six sigma, lean, and lean six sigma), benchmarking, just-in-time/lean manufacturing, and implementing quality. The new edition features an improved artwork package; updated critical-thinking activities; and new material on managing quality in the supply chain, change to ISO 9000-2015, Lean, and Lean Six Sigma, QFD, SPC.

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