The Manager's Guide to Total Quality

by Tom Terez

Reviewed by

Dr. Ronald C. Clute, Accounting, Metropolitan State College of Denver

and

Dr. Ronald M. Knights, Management, Metropolitan State College of Denver

As the quality control revolution spreads throughout corporate America, companies are striving to adapt. They know that true quality control is the surest way to build a base of loyal customers. For companies and students who need guidance in achieving this ultimate competitive advantage, a new book is now available. The Manager's Guide to Total Quality presents six comprehensive implementation plans for a full range of six common organization types. Detailed planning charts illustrate exactly when each implementation step should occur.

Written by Tom Terez, the book includes numerous strategies for managing the cultural change that underlies every serious quality control effort. Dozens of service and manufacturing examples show how companies have turned total quality control into total success. Many management books are inspirational, but do little to instruct. Some of these books provide extensive detail about one or two of the many elements of total quality control, but neglect the big picture. The Manager's Guide to Total Quality provides a refreshing balance. The book is both inspirational and instructional. It gives readers considerable practical information about all the elements of total quality control, but it does so in a manageable and very useable format. We highly recommend it for students and managers of corporate America.

Tom Terez is an author, consultant, and speaker. He is also the author of the best selling book - Managing Change in the 1990's. His experience in total quality control ranges from the design of customer surveys to the development of a five-year total quality implementation plan for a 15,000 employee organization. He has an MBA from Duke University and a bachelor's degree in journalism from Northwestern University.

The Manager's Guide to Total Quality (ISBN 0-9626463-4-2) is available from the publisher, Arrow Associates, P.O. Box 470869, Charlotte, NC 28247 for $17.95 plus $2.50 for shipping. It has 195 pages with numerous illustrations. For phone orders, call 1-704-552-6935. Quantity discounts of up to 20% are available for teaching purposes.