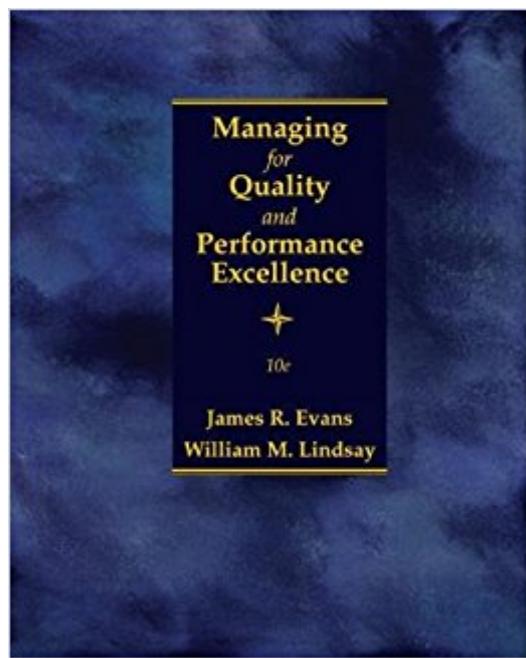


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# Managing For Quality And Performance Excellence



## **Synopsis**

Packed with current examples, cases, and illustrations, market-leading **MANAGING FOR QUALITY AND PERFORMANCE EXCELLENCE**, 10e focuses on the fundamental principles of total quality and emphasizes high-performance management practices, such as those reflected in the Baldrige Criteria. Written by experienced leaders in the fields of performance management and quality, the text delivers the definitive resource for coverage of ISO 9000 certification, Six Sigma, and the U.S. Malcolm Baldrige National Quality Award standards. A wealth of current examples from leading organizations throughout the world reflects quality as they emphasize the practical aspects of the book's managerial focus and pertinent technical topics. You can efficiently prepare to become an ASQ Certified Quality Manager, as this edition covers most of the Body of Knowledge required for ASQ certification. It's everything you need -- now and throughout your career -- to ensure quality management success.

## **Book Information**

Hardcover: 701 pages

Publisher: South-Western College Pub; 10 edition (January 1, 2016)

Language: English

ISBN-10: 1305662547

ISBN-13: 978-1305662544

Product Dimensions: 10.1 x 8.2 x 1.3 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 58 customer reviews

Best Sellers Rank: #15,538 in Books (See Top 100 in Books) #36 in Books > Business & Money > Management & Leadership > Production & Operations #52 in Books > Business & Money > Education & Reference > Statistics #90 in Books > Science & Math > Mathematics > Applied > Statistics

## **Customer Reviews**

James R. Evans is a professor in the Department of Operations, Business Analytics, and Information Systems in the Lindner College of Business at the University of Cincinnati. His served as president of the Decision Sciences Institute 1997-1998 and 11 years on the Board of Examiners and Panel of Judges for the Malcolm Baldrige National Quality Award. He has been editor of the Quality Management Journal, published by the American Society for Quality, and served on editorial boards of numerous other journals. Dr. Evans has published more than 90 refereed papers and

more than 30 editions of books. During the annual Quality Congress in May 2004, the American Society for Quality presented Dr. Evans and co-author Bill Lindsay with the Philip B. Crosby Medal for writing **THE MANAGEMENT AND CONTROL OF QUALITY, 6E**. The Crosby medal was presented "for authoring a distinguished book contributing significantly to the extension of the philosophy and application of the principles, methods, and techniques of quality management." William M. Lindsay is Professor Emeritus of Management at Northern Kentucky University. In addition to coauthoring eight editions of **MANAGING FOR QUALITY AND PERFORMANCE EXCELLENCE** (including predecessors), he is the coauthor of **TOTAL QUALITY AND ORGANIZATION DEVELOPMENT**. He served as an examiner for the Malcolm Baldrige National Quality Award for four years, as a judge for the Kentucky Quality Award for five years, and as a judge for the Seasongood Innovation Awards for the city of Cincinnati for three years. He is a senior member and past president of the Cincinnati Chapter of the Institute of Industrial Engineers, past president of the Cincinnati Chapter of the Association for Quality and Participation, and a member of the American Society for Quality, in addition to other professional organizations. Dr. Lindsay continues to teach MBA courses in quality management and project management. He serves as a board member of CLASP, a local nonprofit after-school program for elementary-age children, and is an active volunteer at his church. He earned a BSIE from the Georgia Institute of Technology, an MS in engineering from the University of Cincinnati, and an MBA and Ph.D. from Georgia State University.

While I'm interested in the subject and the book is good, the format is terrible in ways that while I'll try to describe, I won't be able to fully express. On the Kindle for PC if I scroll my mouse wheel it moves down 1. A nice, smooth big roll of the wheel? 1. Then the end of the page comes like a wall, taking extra effort to move to the next page. Reading on my Kindle is no better. You can't change the pages like you would with a normal book. To read the pages at all I have to resize every single page, again and again. With this book I will learn some things about quality, but my big take away will be to never order a Cengage eTextbook. In fact, I'll never take or encourage anyone to take a class in which they can't buy a used Cengage book. In short, I'm spending more time fighting changing pages than absorbing knowledge. I have never been so disappointed with a book in my life. Were I rating this book solely on content it would rate much higher, but as it is, I must give it one star. Ironic that many of the points in this textbook apply to the situation I've found myself in. My expectations were not met, and there is no mechanism for even the slightest satisfaction. I regret that as this is a digital version, I cannot burn it.

This covers the general history of quality assurance, especially in the last 100 years, and does a good job of presenting numerous case studies with often recent examples in manufacturing and services. Used as a textbook in classes, it is also an excellent reference book.

Despite working in the Quality industry for almost 20 years, I cannot believe how much I am learning from this book. It can be verbose at times, but overall, the content is relatively easy to grasp. (Having a very experienced professor has certainly helped.) I have no doubt that I will be utilizing this text as a reference often in the future. My only recommendation is that if one wishes to purchase this as a used text, be certain that the website access code is included. I did not know to do this, and have not been able to access study tips, etc. that other classmates have been able to use.

Necessary purchase, good condition!

Relevant to the course work but they is this so much more expensive over the older edition? It's the same book with changed around chapters. Sorry excuse to make more money. The material itself is accurate and just what I needed to know for class projects and tests.

If you're reading all my reviews on textbooks, I know I sound like a broken record. OK, ok, I'm a "book person." And here's another good one! All the chapters were interesting and it was nice to see things I've learned -- as a member of the American Society for Quality -- corroborated in a book. I especially appreciated the "margin notes" and grey text boxes throughout the pages emphasizing major points and pointing us to other study areas. The homework questions at the ends of the chapters took a lot of time because they really made you think. Great text.

This book is great for memorizing theory on strategies to implement quality. It's okay because it goes over the material, but lacks in current examples. It still talks about these awesome companies of the 80's and 90's. I appreciate something more current. I hope to see a version of this revised to simplified theory and leave out a lot of the redundancy.

Book came in great quality

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