



Total Quality Management: A pictorial guide for managers (Pictorial Guides)

By John S Oakland, Peter Morris

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Another new book in the popular and original series of pictorial guides - John Oakland cuts through the complex concepts and confusing jargon associated with implementing Total Quality, and Peter Morris presents the information in his inimitable pictorial style. This book will show students and managers what they need to understand about TQM in the simplest, clearest and most memorable form.

Professor John Oakland is undoubtedly the British guru of quality management. Following a successful industrial career in research and production management, he has developed a pragmatic approach to introducing TQM which he and his colleagues have used successfully in literally thousands of organizations. He is founder and Executive Chairman of OAKLAND Consulting Plc. and Head of the European Centre for TQM at the University of Bradford Management Centre. Also published by Butterworth-Heinemann are John Oakland's bestselling Total Quality Management (now in its second edition) and Cases in Total Quality Management. Peter Morris is the creative force behind the illustrations in all Butterworth-Heinemann's pictorial guides. Originally trained as an art teacher, he spent several years as an industrial designer in Canada before returning to England to design educational and training materials for the University of Sussex. His experience working on industrial contracts convinced him, quite rightly, that cartoons are frequently the best way to illustrate the abstractions of business life.

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Review

'... excellent drawings providing easy to understand visual explanations and anecdotes.'

Professional Manager

'... a worthwhile read for anyone who seriously wants to improve the quality of their service. It might even convert a few sceptics.'

Tim Cornick

'If you are looking for a short but comprehensive introduction to Total Quality Management, then this may be the book for you.'

British Journal of Administrative Management, July/August 1997

About the Author

NDD, ATD, is an illustrator and designer of educational and training materials, head of design and manager of the Media Service Unit, University of Sussex, co-founder and studio manager of Business Training and producer of corporate videos. Peter is co-author of Finance for Small Businesses, Total Quality Management, Selling Products and Services (all published by Butterworth-Heinemann).

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