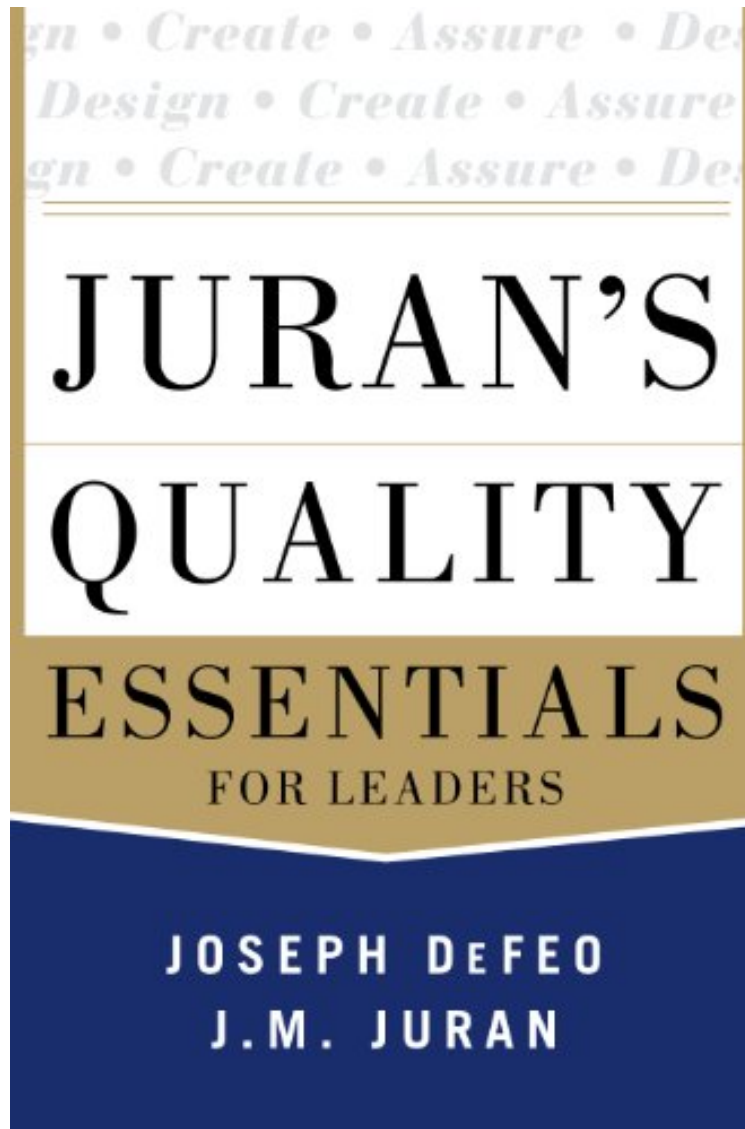


Juran's Quality Essentials: For Leaders

Joseph A. Defeo

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Joseph A. Defeo : Juran's Quality Essentials: For Leaders before purchasing it in order to gauge whether or not it would be worth my time, and all praised Juran's Quality Essentials: For Leaders:

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chapters are easy reading for airplane trips and spare moments. Chapter 4 regarding Quality Goals and Alignment with the Strategic Plan is particularly interesting, especially when typically 70% of corporate strategic plans are developed but not fully implemented!

A practical, concise guide to improving business performance by properly applying quality management methods "Dr. Juran's wisdom on quality and management is timeless. The tenets of modern quality that were forged by Dr. Juran in the second half of the 20th century are made contemporary by Joe DeFeo's practical experience and application of these principles in hundreds of organizations. This book belongs in the library of every leader who strives for world-class performance and wants to understand the concepts, techniques, and tools that will deliver it." -- PAUL BORAWSKI, Chief Executive Officer, ASQ - The Global Voice of Quality

Dr. Joseph Juran was the world's foremost thought leader on improving the financial performance of an organization with "quality management." In this book, Dr. Juran's successor as CEO of Juran Institute, Joseph A. DeFeo, uniquely distills Dr. Juran's life's work on quality with some of today's latest practices into a practical action plan for creating a strong, successful, globally competitive enterprise. Juran's *Quality Essentials for Leaders* offers succinct, proven methods applicable to any country, company, or industry, from service to manufacturing. This concise guide explains how today's leaders can:

- Embrace quality and not miss an opportunity to improve performance
- Lead an organization through sustainable financial change while fostering a culture of quality
- Stop useless initiatives by aligning goals with the strategic plan
- Challenge new product or service development methods
- Create breakthroughs in baseline performance
- Ensure repeatable and compliant processes
- Simplify macro processes with business process management
- Execute benchmarking to sustain market leadership

Real-world examples demonstrate the successful application of the methodologies, tools, and techniques presented in the book. This results-oriented resource provides you with a detailed roadmap for leading a quality revolution in your organization.

About the Author JOSEPH A. DEFEO is a leading business management consultant and successor to Dr. Juran as President of Juran Institute. He is recognized worldwide for his expertise in enabling companies to achieve organizational excellence. Mr. DeFeo's varied areas of expertise include coaching executives to understand the key factors in driving organization-wide change programs and deploying breakthrough management principles like Lean Six Sigma, strategic planning, and business process optimization. For more than 25 years, he has worked in more than 30 countries teaching leaders pragmatic methods to attain excellence. JOSEPH M. JURAN was the international thought leader in the quality management field for more than 70 years and continues to be considered the father of modern-day quality management. He named the universal concept of the "vital few and the useful many" as the Pareto Principle, which we know today as the 80/20 rule. As an original member of the Board of Overseers, Dr. Juran helped to create the U.S. Malcolm Baldrige National Quality Award. He was the founder of Juran Institute, Inc., and author of more than 20 books.