

《Completeness: Quality》

图书基本信息

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内容概要

As America's premier management consultant Philip Crosby has made "quality" the corporate buzzword in America's top tier firms. But he has also seen the concept of quality embraced too narrowly by too many of them. Now, as he has before, this bold, brilliant and very practical mover-and-shaker has set out to disturb the complacency and stir the creative capacity of American management. The result is a book that raises the credo of quality to a higher level--the level demanded in the fiercely competitive marketplaces of today and tomorrow. Philip B. Crosby's message to management is as powerful as it is plainspoken. Just as a chain is only as strong as its weakest link, no company can afford to ignore any part of its operation--whether it is the goods and services it offers, the needs of the customers it serves, the loyalty and initiative of the people who work for it, or the bottom-line results on inexorable computer printouts. Success in attaining quality in all these areas is what the author means by Completeness. It's the whole picture. And this valuable book shows how to put it clearly into focus.

Filled with illustrative corporate case histories of successes and snafus, and enriched by the author's personal experience as a business leader and as a leading consultant, Completeness takes the reader on a guided tour of every area that management should and must care about. And using the storytelling style that sets him apart from other business writers, Crosby provides entertaining scenarios that give the reader illuminating previews of the world of 21st-century business.

Whether he is discussing the assembly line or the chain of command, corporate strategy or corporate culture, dealing with suppliers or with customers, Philip B. Crosby provides the kind of clear "do's" and "don'ts" that the next generation of American management will need. A powerful new business tool for corporate leaders, Completeness is essential reading for all who want to stay on top of their job and ahead of the pack.

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