

Total Quality Management and Operational Excellence: Text with Cases

By John S. Oakland

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The notion of "Quality" in business performance has exploded since the publication of the first edition of this classic text in 1989. Today there is a plethora of performance improvement frameworks including Baldrige, EFQM, Lean, Six Sigma and ISO 9001, offering a potentially confusing variety of ways to achieve business excellence.

Quality guru John Oakland's famous TQM model, in many ways a precursor to these frameworks, has evolved to become the ultimate holistic overview of performance improvement strategy. Incorporating the frameworks that succeeded it, the revised model redefines Quality by:

- Accelerating change
- Reducing cost
- Protecting reputation

Oakland's popular, practical, jargon-free style, along with ten case studies eight of which are brand new, effortlessly ties the model to its real-life applications, making it easy to understand how to apply what you've learned to your practices and achieve sustainable competitive advantage.

Total Quality Management and Operational Excellence: Text with Cases (Fourth Edition) is supplemented for the first time with a suite of online teaching aids for busy tutors. This exciting update of a classic text is perfect for all students studying for professional qualifications in the management of quality, or those studying science, engineering or business and management who need to understand the part TQM may play in their subjects.

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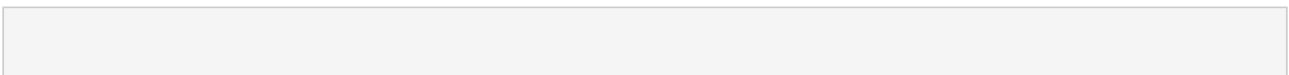
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Editorial Review

Review

‘As CEOs we strive for continuous improvements in our organizations through better planning, better management of people and better processes. The 4th Edition of *Total Quality Management and Operational Excellence* by John Oakland should be an important part of a managers’ toolkit to deliver Quality by understanding the customer needs and to help us satisfy those needs.’ - Basil Scarsella, CEO UK Power Networks

‘Total Quality Management is here to stay, and this new edition from John Oakland is a testament to why this should be the case. This book is well written in a clear and simple language, embracing and explaining all of the sometimes competing tools and techniques. The big TQM picture is painted vividly for all to enjoy; novices and champions alike.’ – Bill Black, Senior VP Quality & Operational Excellence, ABB

‘An essential read for anyone who wants to make a difference in business. John Oakland has the ability to demystify TQM in a clear and concise way, the case studies offer excellent learning examples for the translation of theory into practice.’ - Ian Mitchell FCQI CQP, Head of Quality, Network Rail, UK

‘In first edition of this book, in 1989, John Oakland clearly laid out TQM as it began to take shape. In his second edition he expanded that understanding at a time when it was greatly needed. In this fourth edition he brings it up to date, adding Lean and Six Sigma as well as expanding content. Quality without a system supporting its methods and tools has little chance of providing great value. John's work on TQM is the closest thing to a complete approach to quality and has been very helpful in my own work. The writing style doesn't just say "what" it also has a good balance of "how." I highly recommend this book.’ - Jerry J. Mairani, Senior Managing Partner & Chief Learning Officer, Precipio Management Consulting

‘John Oakland has written a comprehensive book that delves into the theoretical aspects of TQM and their application in the real world. The case studies demonstrate the importance of quality in improving products and services.’ - Fabio Gualandris, Executive Vice President for Product Quality Excellence, STMicroelectronics

‘This 4th Edition takes on board changing ideas in the world of Quality and demonstrates the adaptability and applicability of the various tools available. With up-to-date and varied case studies and real-life scenarios bringing the theory to life it's both a handbook and a textbook.’ - Amanda Craib, Director, Governance Risk & Compliance, Fujitsu UK & Ireland.

‘If I were looking for one book to help deliver sustainable business improvement then John Oakland’s *Total Quality Management and Operational Excellence: Text with Cases* would be my first choice. The author’s compelling, no nonsense approach to the subject is refreshing, and he combines this with clear and simple guidance reinforced by real business examples. This book does what it says on the tin!’ - *Roger Wotton, formerly Business Improvement Manager at Shell Services International*

‘The 4th Edition of *Total Quality Management and Operational Excellence* by Professor Oakland is an achievement; it ascertains the large and sometimes elusive field of Total Quality in a thorough and precise way, with the use illustrative case studies. This book integrates the perspectives brought by ISO norms of management, the combination of which can structure efficiently the Total Quality approach within economical organisms.’ - *Dr Michel Jaccard, author of The Objective is Quality.*

‘John Oakland has occupied the very top tier of this profession for several decades and in reading *Total Quality Management and Operational Excellence* it is easy to see why. He takes a subject frequently not well understood and makes it interesting, uncomplicated and relevant. The quality landscape is littered with jargon and acronyms but Oakland’s narrative accommodates and makes sense of it all. This has to be a seminal text not just for those aspiring to the quality profession but, or even especially for those who consider themselves experts. The case studies section is particularly useful.’ - *Simon Feary, Chief Executive, Chartered Quality Institute*

Total Quality Management and Operational Excellence is a "must read" text for any student or business professional that questions how the management of quality has developed into the new century and what it means in the context of their business or studies. It bristles with practical advice that is presented in that no nonsense style of John Oakland. The basic premise is that every business should look to satisfy their customers’ needs through a holistic approach to delivering those needs in a repeatable way. - *Ian Kendrick, Manager Process Management, TNT Express*

‘I have had earlier editions of John’s work on my bookshelf, and often open on my desk for many years. Oakland’s *Total Quality Management and Operational Excellence* is the bible for people who want to understand and implement Total Quality Management.’ - *Estelle Clark, Group Safety & Business Assurance Director, Lloyd’s Register*

‘When faced with opportunities for improvement in the heat of a busy and challenging working environment, there is on occasion a need for pragmatic reflection on what we are trying to achieve before we set about how to deal with the issues about us. In his inimitable style of a true Yorkshire man, and with his extensive experience, John Oakland has provided us with practical, no nonsense approaches that will help us to ‘see the wood for the trees’ and put us on the right path toward our goals.’ - *Jonathan Davies, FCMI, MCQI(Director Quality & Operational Excellence, Electronics Sector)*

‘If you want to understand the precepts and improvement potential of Total Quality Management then this 4th Edition is for you! Written with students and practitioners in mind John Oakland brings

quality concepts alive in his own inimitable style with unparalleled case studies - a must read!' - Edel O'Neill, Reader in Management, Ulster Business School, University of Ulster, Northern Ireland

About the Author

John S. Oakland is Chairman of Oakland Consulting LLP and Head of its Research and Education Division. He is also Emeritus Professor of Business Excellence & Quality Management at Leeds University Business School, UK. For Over 30 years he has researched and consulted in all aspects of quality management, strategic process management and business improvement in thousands of organizations. Professor Oakland is a Fellow of the Institute of Directors, Chartered Quality Institute and Royal Statistical Society. He is also a Member of the American Society for Quality

Users Review

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This Total Quality Management and Operational Excellence: Text with Cases book is simply not ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book is actually information inside this publication incredible fresh, you will get information which is getting deeper anyone read a lot of information you will get. This Total Quality Management and Operational Excellence: Text with Cases without we recognize teach the one who studying it become critical in thinking and analyzing. Don't end up being worry Total Quality Management and Operational Excellence: Text with Cases can bring any time you are and not make your carrier space or bookshelves' turn into full because you can have it with your lovely laptop even cellphone. This Total Quality Management and Operational Excellence: Text with Cases having excellent arrangement in word in addition to layout, so you will not experience uninterested in reading.

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