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**Título:** Total Quality: Management, Organization And Strategy

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**Sinopsis**

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Total Quality Management presents the basic principles and tools associated with TQ and provides many illustrations and end-of-chapter cases that can be used as the basis for class discussion. Many cases focus on large and small companies in manufacturing and service industries in North and South America, Europe, and Asia-Pacific. Unlike most books on TQ, this one is organized according to traditional management topics. This organization helps students to see the parallels between TQ and management theories in areas such as organizational design and leadership. TQ is often presented as new or different, which it clearly is not. This book has three objectives: to show students how these principles and methods have been put into effect in a variety of organizations, to illustrate the relationship between TQ principles and the theories and models studied in management courses and to familiarize students with the basic principles and methods associated with total quality.