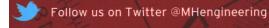
The definitive guide to organizational excellence—completely updated

Fully revised for the latest American Society for Quality (ASQ) Certified Manager of Quality/Organizational Excellence (CMQ/QE) Body of Knowledge, *The Handbook for Quality Management: A Complete Guide to Operational Excellence*, Second Edition offers in-depth guidance on effectively applying the principles of quality management in today's business environment and delivering superior results. Designed to help you prepare for and pass the ASQ CMQ/QE exam, this authoritative volume also serves as an essential on-the-job reference.

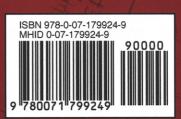
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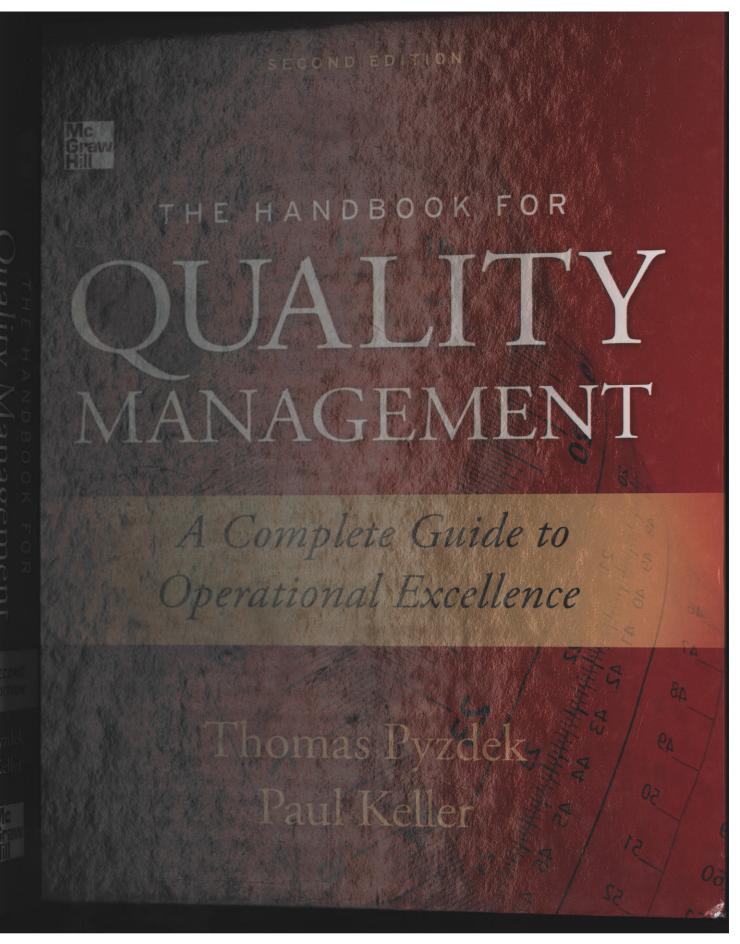
- Business-integrated quality systems
- Organizational structures
- The quality function
- Approaches to quality
- Customer-focused organizations
- Integrated planning
- Strategic planning
- Understanding customer expectations and needs
- Benchmarking
- Organizational assessment
- Process control

- · Quantifying process variation
- Quality audits
- · Supply chain management
- Continuous improvement
- Effective change management
- Six Sigma methodology, including detailed descriptions of the DMAIC and DMADV approaches
- Management of human resources
- Motivation theories and principles
- Management styles
- Resource requirements to manage the quality function



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The Handbook for Quality Management

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Preface

Thank you for your interest in McGraw Hill's *The Handbook for Quality Management*.

The original version of the text, first released in 1996 by Quality Publishing, was written exclusively by Tom Pyzdek. I had the pleasure of editing a revision released in 2000, which included Six Sigma and Lean method chapters (written by myself), as well as Bill Dettmer's Constraint Management material, which is repeated in this edition. The early editions sold several thousand copies by the end of 2000, establishing the *Handbook*

as an essential desktop reference for the quality professional.

The earlier versions relied heavily on the American Society for Quality

(ASQ) body of knowledge for quality managers, even to the extent that the chapter headings and sub-headings matched those in the body of knowledge. Although this may have helped those seeking to check off items they learned, it tended to disrupt the flow of the topics. A main objective of *this* edition was the reorganization of the material into more naturally flowing discussions of the concepts and methods essential to quality management and operational excellence. For those who want to use this as a reference for the ASQ CMQ/OE exam, the information is still in the book, with sample questions at the back, and answers available on the affiliated website: www.mhprofessional.com/HQM2

The essential body of knowledge for achieving operational excellence is heavily influenced by the works of Deming and Juran, most of which date from the period of 1950 through the mid 1980s. These authors spent their careers advocating a scientific approach to quality, displacing the widely held notion that quality assurance inspections prevalent in the post-war era were sufficient or even credible approaches to achieving quality.

Over the last 40 years, the quality management discipline has undergone steady evolution from internally focused command-and-control to more proactive, customer-focused functions. The market certainly encouraged that, as economies shifted from dominance of product-based manufacturers