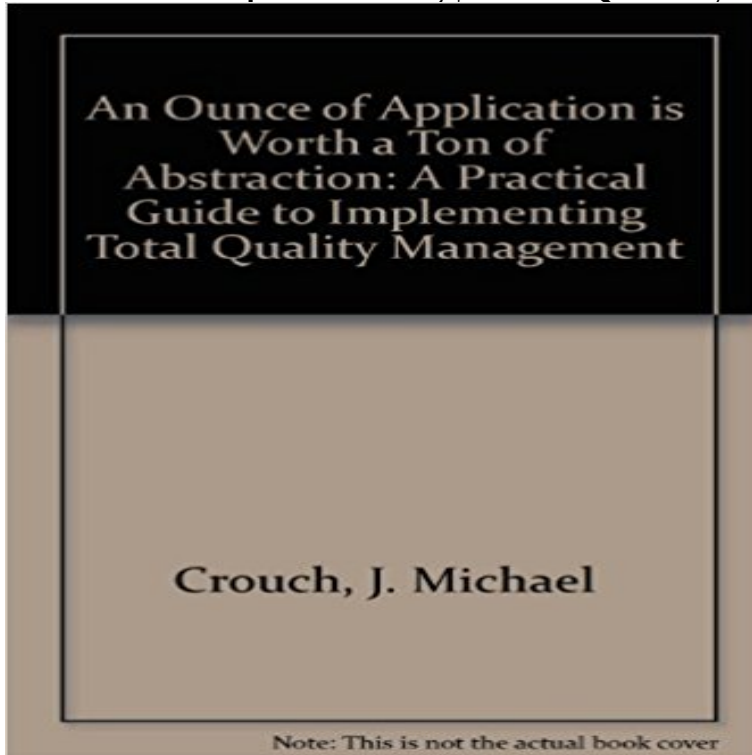


An Ounce of Application is Worth a Ton of Abstraction: A Practical Guide to Implementing Total Quality Management



An overwhelming majority of organizations implementing TQM are encountering significant problems in making it work. This guide examines the root causes of unsuccessful TQM programs. Using clear examples from other companies whose TQM programs have succeeded and/or failed, An Ounce of Application is Worth a Ton of Abstraction identifies the key elements of TQM. J. Michael Crouch helps demystify the process of implementing organization-wide TQM.

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