



Why TQM Fails And What to Do About It

Mark Graham Brown, Darcy E. Hitchcock, Marsha L. Willard

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The "quality revolution" has prompted companies to invest heavily in quality improvement: hiring consultants, retraining workforces and overhauling systems. Many managers, however, have not seen the expected results. This book reveals root causes for the collapse and failures of total quality and offers practical advice to correct and prevent them.

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