



# Total Quality: Management, Organization and Strategy

*By James R. Evans*

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**Total Quality: Management, Organization and Strategy** By James R. Evans

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.

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## **Total Quality: Management, Organization and Strategy** By James R. Evans Bibliography

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## **Editorial Review**

### **About the Author**

James R. Evans is professor in the Department of Operations, Business Analytics, and Information Systems in the Lindner College of Business at the University of Cincinnati. His service includes president of the Decision Sciences Institute 1997-1998 and 11 years on the Board of Examiners and Panel of Judges for the Malcolm Baldrige National Quality Award. He has been Editor of the Quality Management Journal, published by the American Society for Quality, and served on editorial boards of numerous other journals. Dr. Evans has published more than 90 refereed papers and more than 30 editions of books. During the annual Quality Congress in May 2004, The American Society for Quality presented Dr. Evans and co-author Bill Lindsay with the Philip B. Crosby Medal for writing THE MANAGEMENT AND CONTROL OF QUALITY, 6E. The Crosby medal was presented "for authoring a distinguished book contributing significantly to the extension of the philosophy and application of the principles, methods, and techniques of quality management."

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