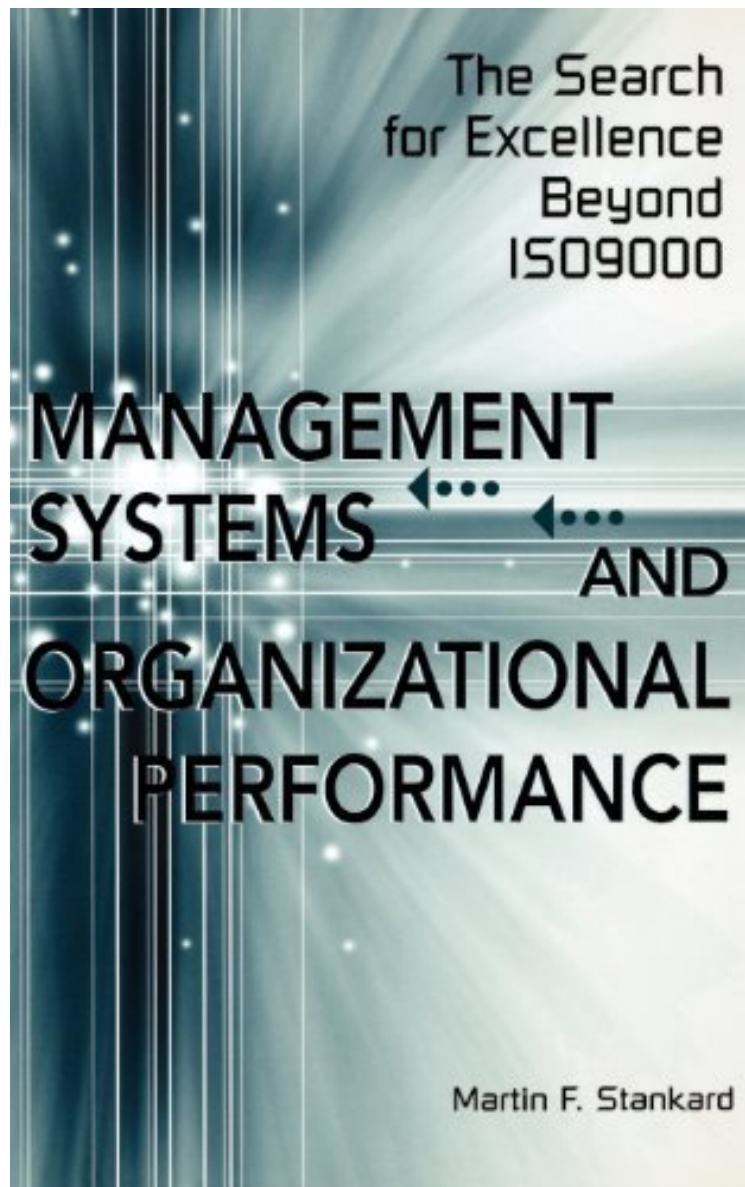


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2 of 3 people found the following review helpful. Improving Business Performance Simply By Todd Snell Martin's book is an excellent tool for organizations beginning the journey to performance excellence. While many performance excellence experts and consultants discuss the complexities and linkages of the Baldrige model, Martin focuses on the simple parts of a system that improve an organization - the four cycles of high performance. In addition to the cycles discussion, Martin also provides a nice overview of organizational assessment, the options available for assessment, and recommendations. Throughout the book, Martin relates the four cycles and assessments to the PDCA cycle as a way of ensuring continual improvement. A must read for anyone in an organization considering adopting a performance excellence model for improvement or is already on the pathway to performance excellence!

Organizations can and must be viewed as systems. This may be the only means of achieving or exceeding the crucial ISO9000 standard of performance. Stankard's research proves that there are ways to design management actions that will enable organizations to facilitate goal-oriented performance. While evidence suggests that world-class firms continuously improve their products and processes, their techniques vary. This book gives you a framework for understanding how all of the new management techniques (even the fads) fit or usually do not fit your own business, and offers insight into avoiding potential business disasters. Identifying an organizational revolution built on cycles of planning, action, learning, and on a humanized scientific method, Stankard shows how firms that have won the Baldrige Award for performance excellence do, in fact, excel in the marketplace and on Wall Street. This is a unique book for middle to upper management, especially in the operations, information systems, human resource, quality assurance, and strategic planning functions, but also for those involved in state quality award programs nationwide. For general managers of small- to medium-size firms or profit centers, Stankard's work will be an especially useful guide to gaining a competitive edge out of ISO9000.

About the Author MARTIN F. STANKARD is a consultant and author based in Westford, Massachusetts. He has been a senior staff member at Arthur D. Little Inc., has taught at the Wharton School, and conducts seminars and consults on the Baldrige business excellence model.