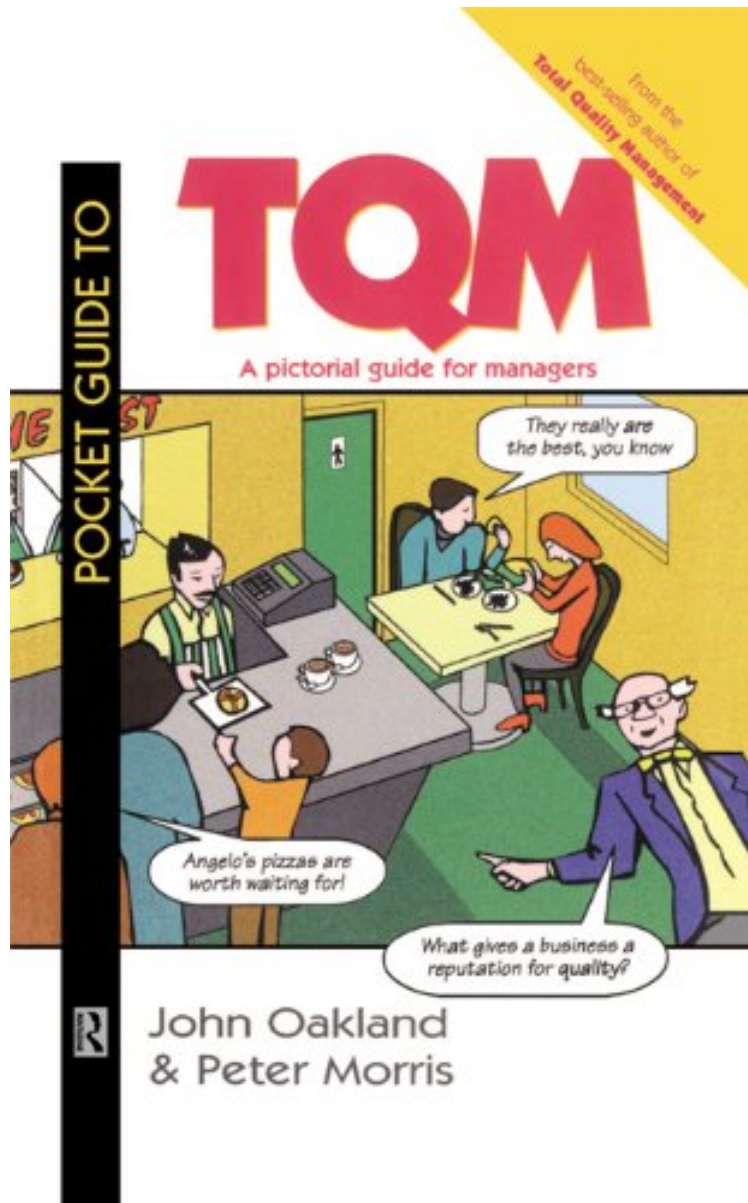


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## Pocket Guide to TQM (Mini Pictorial Guides)

*John S Oakland, Peter Morris*

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**John S Oakland, Peter Morris : Pocket Guide to TQM (Mini Pictorial Guides)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Pocket Guide to TQM (Mini Pictorial Guides):

1 of 1 people found the following review helpful. Oakland and Morris simplify a Complex Topic By Robert S. Wright I'm working on writing a guidance document on developing quality systems for use by the Environmental Protection Agency. In the process, I've reviewed a lot of books on quality (e.g., Deming, Juran, Crosby, Goetsch and

Davis, Beckford, Dobyns and Crawford-Mason, and Oakland to name some). Discussions of quality can get pretty abstract quickly. Sometimes it feels like I'm in a quality fairyland that's mostly separate from everyday life. Oakland and Morris have presented this very complex topic in terms that most people can understand. The abundant graphics explain as much about quality as does the clear text. This book serves as a good starting point for understanding how quality concepts and tools can be applied in everyday workplaces. If necessary, one could then read other books for more detailed information about quality systems. My only quibble is that this book needs a list of suggested reading for more detailed information about quality concepts and tools. Oakland's other books are pretty useful themselves and could have been mentioned.

Another new book in the popular and original series of pictorial guides - John Oakland cuts through the complex concepts and confusing jargon associated with implementing Total Quality, and Peter Morris presents the information in his inimitable pictorial style. This book will show students and managers what they need to understand about TQM in the simplest, clearest and most memorable form. Professor John Oakland is undoubtedly the British guru of quality management. Following a successful industrial career in research and production management, he has developed a pragmatic approach to introducing TQM which he and his colleagues have used successfully in literally thousands of organizations. He is founder and Executive Chairman of OAKLAND Consulting Plc. and Head of the European Centre for TQM at the University of Bradford Management Centre. Also published by Butterworth-Heinemann are John Oakland's bestselling Total Quality Management (now in its second edition) and Cases in Total Quality Management. Peter Morris is the creative force behind the illustrations in all Butterworth-Heinemann's pictorial guides. Originally trained as an art teacher, he spent several years as an industrial designer in Canada before returning to England to design educational and training materials for the University of Sussex. His experience working on industrial contracts convinced him, quite rightly, that cartoons are frequently the best way to illustrate the abstractions of business life.

'... excellent drawings providing easy to understand visual explanations and anecdotes.'Professional Manager'... a worthwhile read for anyone who seriously wants to improve the quality of their service. It might even convert a few sceptics.'Tim Cornick'If you are looking for a short but comprehensive introduction to Total Quality Management, then this may be the book for you.'British Journal of Administrative Management, July/August 1997>About the AuthorNDD, ATD, is an illustrator and designer of educational and training materials, head of design and manager of the Media Service Unit, University of Sussex, co-founder and studio manager of Business Training and producer of corporate videos. Peter is co-author of Finance for Small Businesses, Total Quality Management, Selling Products and Services (all published by Butterworth-Heinemann).