

<<Completeness: Quality for the 21st Century (平装)>>

图书基本信息

书名：<<Completeness: Quality for the 21st Century (平装)>>

13位ISBN编号：9780452270244

10位ISBN编号：0452270243

出版时间：1992-12

出版时间：E P Dutton/Penguin USA

作者：Philip B. Crosby

页数：251

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<Completeness: Qualit>>

内容概要

As America's premier management consultant, Philip Crosby has made "quality" the corporate buzz word in America's top-tier firms. Now, as he has before, this bold, brilliant, and very practical mover-and-shaker has set out to disturb the complacency and stir the creative capacity of American management. The result is a book that raises the credo of quality to a higher level--the level demanded in the fiercely competitive marketplaces of today and tomorrow. Crosby's message to management is as powerful as it is plainspoken. Just as a chain is only as strong as its weakest link, no company can afford to ignore any part of its operation--whether it is the goods and services it offers, the needs of the customers it serves, the loyalty and initiative of the people who work for it, or the bottom-line results on inexorable computer printouts. Success in attaining quality in all these areas is what the author means by Completeness. It's the whole picture. And this valuable book shows how to put it clearly into focus. Filled with illustrative corporate case histories of successes and snafus, and enriched by the author's personal experience as a business leader and as a leading consultant, this indispensable book takes the reader on a guided tour of every area that management should and must care about. A powerful new business tool for corporate leaders that provides the kind of clear "do's" and "don'ts" that the next generation of American management will need, this is essential reading for all who want to stay on top of their job and ahead of the pack.

书籍目录

ACKNOWLEDGMENTSINTRODUCTIONCHAPTER ONE Completeness and the CenturionCHAPTER TWO The Principles of CompletenessCHAPTER THREE The Successful EmployeeCHAPTER FOUR The Successful CustomerCHAPTER FIVE The Successful SupplierCHAPTER SIX The Completeness GridCHAPTER SEVEN The "My Way" ManagementCHAPTER EIGHT The Age of the CenturionCHAPTER NINE Making the Principles of Completeness Fit: Reality and ShoeFastCHAPTER TEN Reality and QualityCHAPTER ELEVEN The Life of the Centurion: CommunicatingCHAPTER TWELVE The Life of the Centurion: Educating ManagementCHAPTER THIRTEEN The Life of the Centurion: "Nonprofit" PolicyCHAPTER FOURTEEN Practicing Completeness: The SituationCHAPTER FIFTEEN Practicing Completeness: The ProductCHAPTER SIXTEEN Completeness in Personal LifeCHAPTER SEVENTEEN The Centurion CareerGUIDELINES FOR BROWSERSINDEX

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>