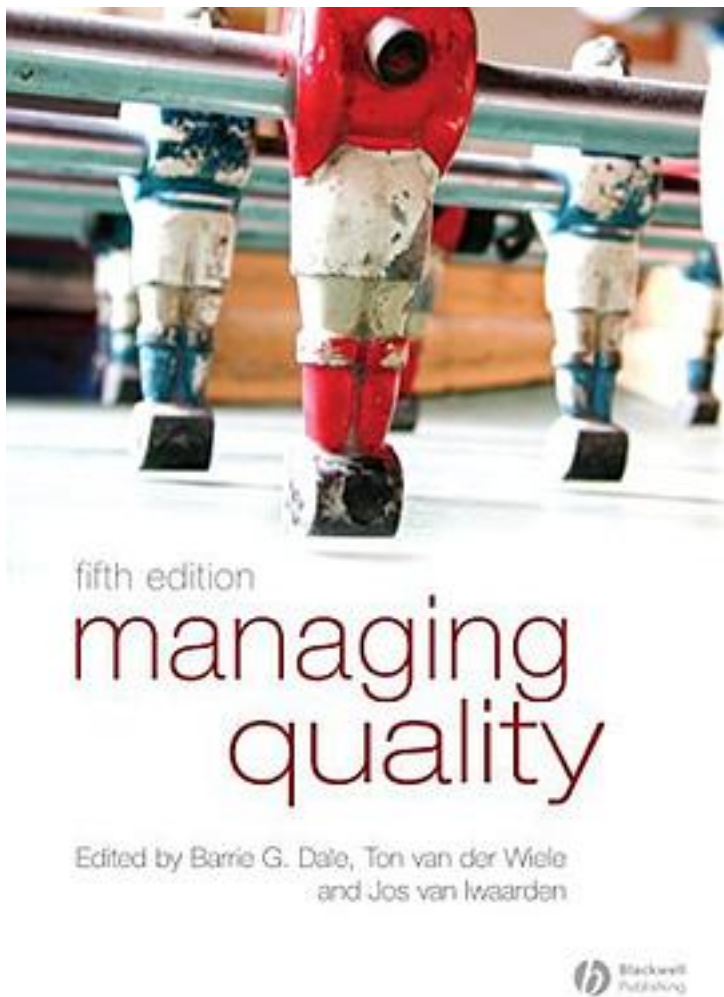


# Managing Quality



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Managing Quality provides a comprehensive review and critical analysis of quality

management discourses and techniques by drawing on a number of management disciplines such as operations management, HRM, organizational behaviour, strategy, marketing and organization theory. The book: - introduces readers to key concepts and issues in quality management - provides an overview of both managerial and critical perspectives on quality management - presents the 'wisdom' of quality management gurus - documents the way quality is pursued in manufacturing, service and public sector organizations - compares and contrasts hard and soft technologies of quality management - critically reviews the rhetoric of TQM and business process re-engineering (BPR) - examines the consequences of quality on stakeholders - scrutinizes the language of quality management - documents the mundane nature of quality management practices through the use of real life case studies Managing Quality is an up-to-date and student-centered treatment of quality management that will be essential reading for undergraduate students of operations and quality management. It will also be extremely relevant to all MBA students, and useful reading for students of HRM, organization theory and the sociology of organizations.

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