



TQM: Introduction to and Overview of Total Quality Management

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Total quality management (TQM) is a term initially coined by the Naval Air Systems Command to describe its management approach to quality improvement. It has since taken on many meanings. Simply put, TQM is a management approach to long-term success through customer satisfaction. It is based on the participation of all members of an organization in improving processes, products, services, and the culture they work in.

This concise introduction to and overview provides:

- The primary elements of TQM
- History
- Guidelines for implementing, including common problems
- A synopsis of Deming's 14 points, considered by many to be the primary basis for TQM
- Benefits of TQM
- TQM's impact and influence on other management strategies, including ISO 9001, Baldrige, and Six Sigma
- Links to additional resources to learn more about TQM: books, standards, certifications, and articles

Perfect for management students and others first learning about TQM, and also for experts wanting a succinct reference to have in their digital libraries.

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