



The Deming Management Method

Mary Walton

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Whether you're the owner of our own small business, a middle manager in a mid-sized company, or the CEO of a multinational, this book can show you how to improve your profits and productivity. How? By following the principles of **The Deming Management Method**.

Middle- and top-echelon managers in particular will find Dr. Deming's method provocative and controversial. He is for a total revamping of the way American managers manage. Some of his pet peeves are: managers who manage by slogans or by setting quotas, managers who don't know what their jobs are and who can't define the responsibilities of the workers under them, managers who tend to blame workers, not realizing that workers want to take pride in their work. Change, Dr. Deming believes, starts at the top with an informed, quality-conscious management. This book includes excellent advice on how to achieve that level of management expertise in the author's analysis of Dr. Deming's famous **14 Points for Managers** and his **Deadly diseases of management**.

Dr. Deming's management techniques are all carefully explained in this detailed, step-by-step treatment of their major points and of their practical applications to everyday business life.

A large portion of **The Deming Management Method** is devoted to practical applications of the method by some of American's most innovative firms, including Honeywell, AT&T and Campbell's Soup.

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Kathe Waller:

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