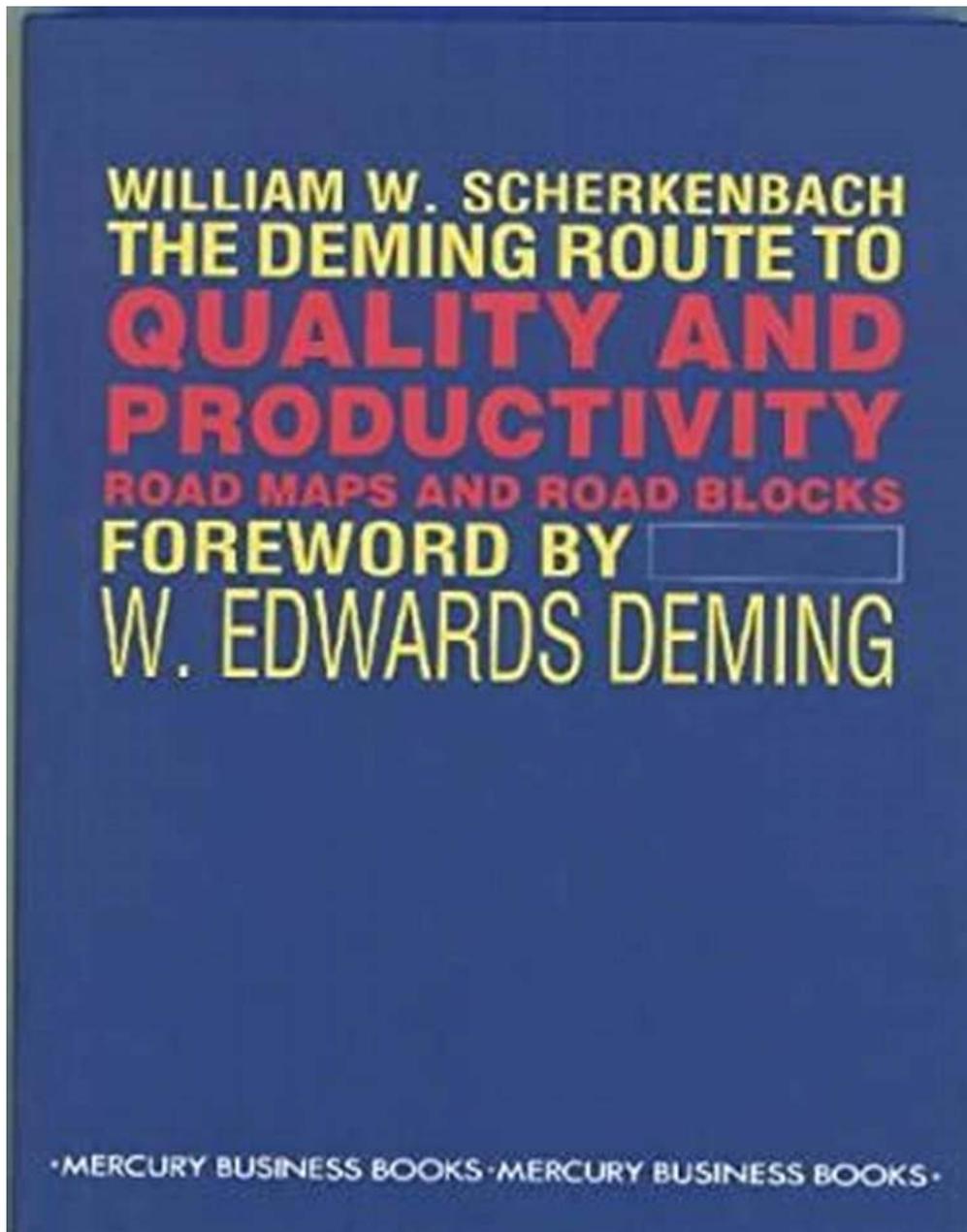


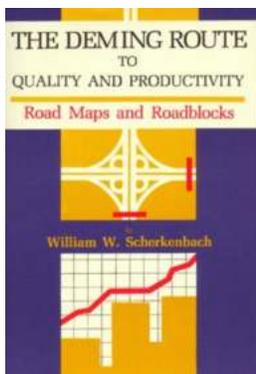
**Discover the Game-Changing Second Edition  
of The Deming Route to Quality and  
Productivity!**



In the realm of continuous improvement, few names are as influential as Dr. W. Edwards Deming. Since the publication of his renowned book, "Out of the Crisis,"

in 1982, Deming's principles have shaped countless organizations and revolutionized the way businesses approach quality and productivity. Now, with the much-anticipated release of the second edition of "The Deming Route to Quality and Productivity," readers are presented with an updated and comprehensive guide to implementing Deming's teachings in today's fast-paced world.

First introduced over three decades ago, Dr. W. Edwards Deming's concepts surrounding quality management have consistently demonstrated their effectiveness across various industries. His philosophy emphasizes the importance of statistical control, continuous improvement, and employee involvement. By providing a framework for businesses to follow, Deming's principles have empowered countless organizations to enhance their quality standards and increase productivity.



## Second Edition of The Deming Route to Quality and Productivity by Bonita M. Kolb (Kindle Edition)

★★★★☆ 4.7 out of 5

Language	: English
File size	: 5388 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 365 pages
Lending	: Enabled



The second edition of "The Deming Route to Quality and Productivity" serves as a fitting tribute to the continued relevance and significance of Deming's teachings.

Authored by some of the world's foremost experts in quality management, this comprehensive guide offers invaluable insights into the intricacies of Deming's ideas and their application in today's challenging business landscape.

## **What Makes the Second Edition Special?**

Building upon the solid foundation of Deming's original work, the second edition offers a range of new materials and updated case studies that illustrate how organizations have embraced Deming's philosophies to achieve exceptional results. This edition serves as a vital reference for anyone seeking to capitalize on Deming's timeless principles and adapt them to the ever-evolving world of business.

## **The Key Takeaways from the Second Edition**

- 1. Understanding Deming's System of Profound Knowledge:** The book delves deeper into the four main components of Deming's System of Profound Knowledge: appreciation of systems, understanding variation, theory of knowledge, and psychology. Readers gain a holistic view of how these components interact and inform decision-making processes.
- 2. Applying Deming's Principles in a Digital Age:** With the rapid advancements in technology, businesses have access to an array of software tools to aid in implementing Deming's principles. The second edition explores how digital transformation has influenced quality management and provides practical guidance on leveraging technology for sustainable improvement.

## **Why Should You Read the Second Edition?**

Whether you are new to Deming's philosophies or already well-versed, the second edition of "The Deming Route to Quality and Productivity" has something to offer. Here are some compelling reasons to grab a copy:

## **1. Gain a Competitive Edge:**

In today's fiercely competitive landscape, staying ahead is crucial. By adopting Deming's principles, you introduce a culture of continuous improvement, positioning your organization for success.

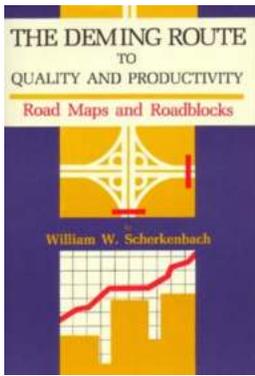
## **2. Embrace a Data-Driven Approach:**

Deming's emphasis on using data to drive decision-making has become even more relevant today. Learn how to harness the power of data to identify improvement opportunities and make informed choices that lead to better outcomes.

## **3. Cultivate Engaged Employees:**

Engaged employees are the backbone of any successful organization. Explore Deming's strategies for enhancing employee involvement, fostering a positive work culture, and unlocking untapped potential throughout your workforce.

The second edition of "The Deming Route to Quality and Productivity" offers a unique opportunity to refine and strengthen your organization's approach to quality management and productivity improvement. As you embark on this enlightening journey, remember that implementing Deming's principles requires dedication, persistence, and a commitment to continuous learning. By embracing the teachings of this remarkable visionary, you can drive your organization towards excellence like never before!



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Over twenty years have gone by since I first wrote The Deming Route. A few hundred thousand copies have been sold world-wide in six languages. Not many recently, but not bad for a specialty book. I had moved on though. Dr. Deming had died in 1993 after publishing his last book “The New Economics”. Along the way I wrote a few more books and papers, changed mediums from paper to electrons (way before Kindle and iPad) and otherwise lived on reputation. Deming’s memory as well as his warnings had faded in many of the companies he worked with. The next best thing arrived and their management was off trying to implement it.

I began consulting with companies in the People’s Republic of China (中華人民共和國) over six years ago; mostly electronics suppliers sourced because of cost. When there was a Quality problem, they put more inspection and repair in the line because labor was cheap. Most of the companies were managed by Taiwanese or Japanese executives brought over because of their supposed understanding of modern business practices. I was disappointed in what I saw.

They were very willing to try anything to keep the business: lean, six-sigma, Hoshin, SPC, hire SQE, Sales, etc. from the OEMs. I thought that there was a chance they might be receptive to philosophies that had taken root in Japan decades ago. I was wrong. Well, mostly wrong. Dr. Deming’s philosophy still resonates strongly with the billion or so willing workers, but the management is indoctrinated with a mixture of Western Business School pablum and global CYA.

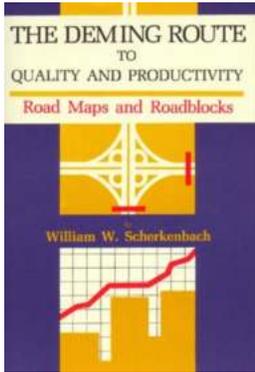
Dr. Deming’s philosophy progressed from giving advice to codifying the advice into his 14 Points of Management. From there he evolved through several iterations to his System of Profound Knowledge. Through all of this I have found that his 14 Points are still the touchstone for describing his philosophy. This is why I am writing this Second Edition to my first book. Within the 14 Points I can unveil the totality of his philosophy, including his System of Profound Knowledge as I see it. I dedicated my second book “Deming’s Road To Continual Improvement” to my children – Four boys and a little girl. They’re all grown up now. It’s their turn to dedicate their books to me. So this book is dedicated to their mother and my wife, Mary Ellen; still crazy after all these years.

GUIDING PRINCIPLES



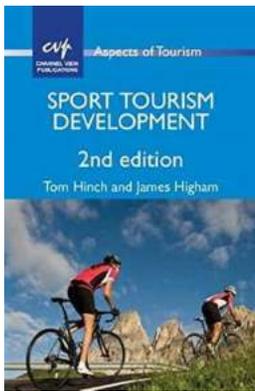
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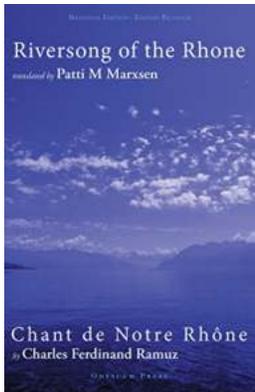
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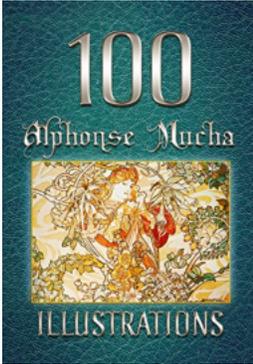
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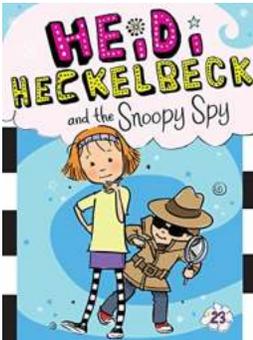
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