



# TQM in Action: A Practical Approach to Continuous Performance Improvement

*John Pike*

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## **TQM in Action:A Practical Approach to Continuous Performance Improvement** John Pike

The principal aim of this book is to help practising managers to develop and implement a strategy for the introduction of Total Quality Management (TQM) within their own organizations. "TQM in Action" provides a practical guide to the stages, key considerations and potential pitfalls of implementation. The book provides a template for implementation which should help managers get started and keep the process going. The authors recognize that the main difficulty encountered by managers in introducing TQM is changing "organization culture". The planning process outlined for TQM is therefore based on an examination of the prevailing culture. This allows individual organizations to tailor the installation process to their own needs rather than imposing a theoretical framework which may or may not fit.

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