



Deming's Profound Changes: When Will the Sleeping Giant Awaken?

By Kenneth T. Delavigne, Daniel J. Robertson

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Increasingly, the demise of many businesses and organizations is being blamed on current western management practice—which can be traced directly back to the 19th century and Frederick Taylor's theory of scientific management. Although W. Edwards Deming proposed a new, more modern philosophy of management decades ago, the western world, instead, continued to practice Taylor's philosophy—by now adulterated and corrupted many times over into a new form of its own (neo-Taylorism). This volume explores—in depth—neo-Taylorism (where it came from and what its beliefs are), Deming's philosophy (his system of profound knowledge and his 14 points), and suggests how Deming's philosophy—if adopted—could be an antidote for today's managerial ineffectiveness. Shows organization and technical managers how to change—using Deming's principles—in order to improve quality in delivered services and products and in employee satisfaction. Analyzes the flaws of Taylorism and Neo-Taylorism— with point-by-point comparison with Deming's philosophy. Clearly explains the Deming quality philosophy from a conceptual framework that can then be applied (rather than from a recipe or case study format, which has proven to be ineffective). For Executive and Technical Managers (all industries); Quality Managers and Practitioners; Quality, Productivity, Organizational Development Consultants.

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Editorial Review

From the Back Cover

This book was designed to help readers understand the differences between modern management practices and those taught by Dr. W. Edwards Deming. Beginning with the foundations of modern management, Delavigne and Robertson examine the influences (identified as neo-Taylorism) which have shaped managers and organizations over the past 100 years. With an axiomatic approach to summarize the similarities and differences between neo-Taylorism and Deming's philosophy, readers come away with a more in-depth appreciation for why so many organizations fail in their struggle to achieve high levels of profitability and many simply fail to survive.

About the Author

Kenneth T. Delavigne is an independent consultant and teacher in Quality Methods. He previously served a 24-year tenure with IBM--where, for over 12 years, he was involved in the quality area. Mr. Delavigne became a student of Deming's in 1982, and recently assisted Dr. Deming in teaching one of his four-day seminars.

J. Daniel Robertson is Director, Customer Repair Services, 3Com Corporation, Santa Clara, CA. For 21 years, he has worked as an engineer and manager of high tech manufacturing and customer service operations in California's Silicon Valley. Mr. Robertson was introduced to Dr. Deming's theories in 1980 at Hewlett Packard where he applied the philosophy to both production and administrative processes. At 3Com Corp., he applied Deming's teachings to build a high volume organization where the culture was one of "quality being everyone's responsibility."

Users Review

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Asia Haynes:

The actual book Deming's Profound Changes: When Will the Sleeping Giant Awaken? has a lot of knowledge on it. So when you check out this book you can get a lot of help. The book was authored by the very famous author. This articles author makes some research previous to write this book. That book very easy to read you can get the point easily after reading this article book.

Jimmy Dietz:

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Antoinette Lefebvre:

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