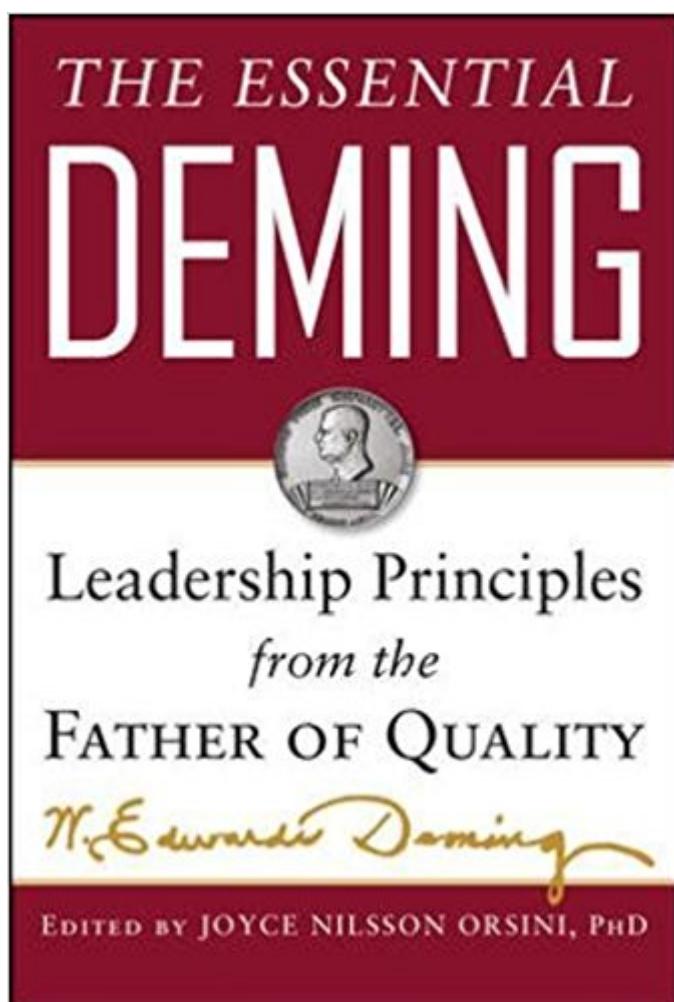


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# The Essential Deming: Leadership Principles From The Father Of Quality (Business Books)



## Synopsis

The name W. Edwards Deming is synonymous with the most insightful views, ideas, and commentary on management and quality control. Referred to as "the high prophet of quality" by the New York Times, Deming was instrumental in the spectacular rise of Japanese industry after World War II and influenced many of the world's most innovative managers in the ensuing decades. His original ideas led directly to the creation of relationships with suppliers and a plethora of quality initiatives. Now, with *The Essential Deming*, Fordham University professor and Deming expert Joyce Orsini draws on a wealth of previously unavailable material to present the legendary thinker's most important management principles in one indispensable volume. The book is filled with articles, papers, lectures, and notes touching on a wide range of topics, but which focus on Deming's overriding message: quality and operations are all about systems, not individual performance; the system has to be designed so that the worker can perform well. *The Essential Deming* reveals Deming's unique insight about: How poor management infects an entire organization The critical importance of management on producing quality products and services Improving management in any company The effective management of people--the manager's single most important task How to educate workers into critical thinkers Ways to preserve statistical integrity while dealing with real-world problems Fully authorized by the Deming estate and published in cooperation with The W. Edwards Deming Institute, *The Essential Deming* is the first book to distill Deming's life's worth of thinking and writing into a single source. Orsini provides expert commentary throughout, delivering a powerful, practical guide to superior management. With *The Essential Deming*, you have the rationale, insight, and best practices you need to transform your organization. "To move from the wilderness of news into the paths of history, we must distinguish true turning points from mistaken ones. W. Edwards Deming has seen the future and it works. He is a turning point of business history made flesh." -- U.S. NEWS & WORLD REPORT "I engaged Dr. Deming to assist Ford in planning, developing, and implementing the plans to accomplish major improvement in the way people worked together and in the quality of our products. . . . Ford achieved major success in this effort, and I consider Ed Deming to have been a key element in our progress." -- DONALD E. PETERSEN, former Chairman of the Board and Chief Executive Officer, Ford Motor Company "It can be said of very few that they changed the way the world thinks, but Dr. Deming is among them. . . . The legacy of Dr. Deming's genius, already immense, grows even larger with this new collection of his thoughts." -- DONALD M. BERWICK , Senior Fellow, Center for American Progress "Toyota Motor Corporation was awarded a Deming Prize in 1965. This laid the foundations for the present growth of our company. I do believe the ideas and theories of Dr. Deming emphasizing the

importance of quality control are very useful for people of all ages." -- TATSURO TOYODA, Senior Advisor, Toyota Motor Corporation "Few rival W. Edwards Deming for impact on management in the twentieth century. Indeed, Deming and Drucker, to my mind, stand apart for the breadth and depth of their vision for management as a profession that truly might help realize the possibility of people working together at their best. . . . The publication of this expansive edition of Deming in Deming's own words is a seminal event." -- PETER M. SENGE, MIT and the Society for Organizational Learning

## **Book Information**

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## **Customer Reviews**

JOYCE NILSSON ORSINI, PhD, is an associate professor of management systems at Fordham University, the director of Fordham's Deming Scholars MBA program, and president of The W. Edwards Deming Institute.

This is a wonderful book. I had the pleasure of attending a Deming 4 day seminar back in the early 90's. As I read this book (still reading and re-reading it!), I could almost hear Dr. Deming's raspy voice. Every page of this amazing collection is worth highlighting, dog-earing, or copying (fair use only!) and posting on your desk or bulletin board. I could see a great desktop calendar coming out of this with all the great quotations. Focusing on Dr. Deming's philosophy of management, this book is best summed up by the following quote, "Deming's over-riding message: quality and operations are

all about systems, not individual performances; the system has to be designed so that the worker can perform well."The Essential Deming: Leadership Principles from the Father of Quality

If you're searching for this book, you already know it's reputation. It lives up to it. While it's no replacement for Deming's other books, it is a great supplement and can shed a somewhat different light on his philosophies.

This is a classic and must reading for anyone not only in business, but for life. Some of what is introduced has now been eclipsed by other writers, but this still is one of the best.

This is the first extensive material I have read on Deming. I feel vindicated for all the observations I have shared with colleagues about what we have been neglecting in our process improvement efforts. I wish I had read more of his material much earlier in my career.

I was blessed to take a course from UCLA about his philosophy.

Very interesting. It is hard to think that one person had all this fantastic management insight.

godd book for new managers great read

I suppose I could be labeled a purist, but I think in this case it's being more realistic. I've been a Deming disciple since reading Out of the Crisis. I also had the opportunity to attend one of his sessions as a young supervisor. Make no mistake, I am a huge fan of Deming. Much more than any other management/business reading material, Out of the Crisis had the biggest impact on my personal style of leading and managing. That said, I had a lot of trouble with this book. By her own admission in the preface, the book was edited with a "heavier hand." Orsini goes on to state "the book contains very few complete articles." As a result, I found this book to ramble. The thoughts struck me as disjointed and the flow was awkward between articles. In the Kindle edition, the index takes up 15% of the book. My suggestion is to read the original work of W Edwards Deming. Start with Out of the Crisis and grow from there ...

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