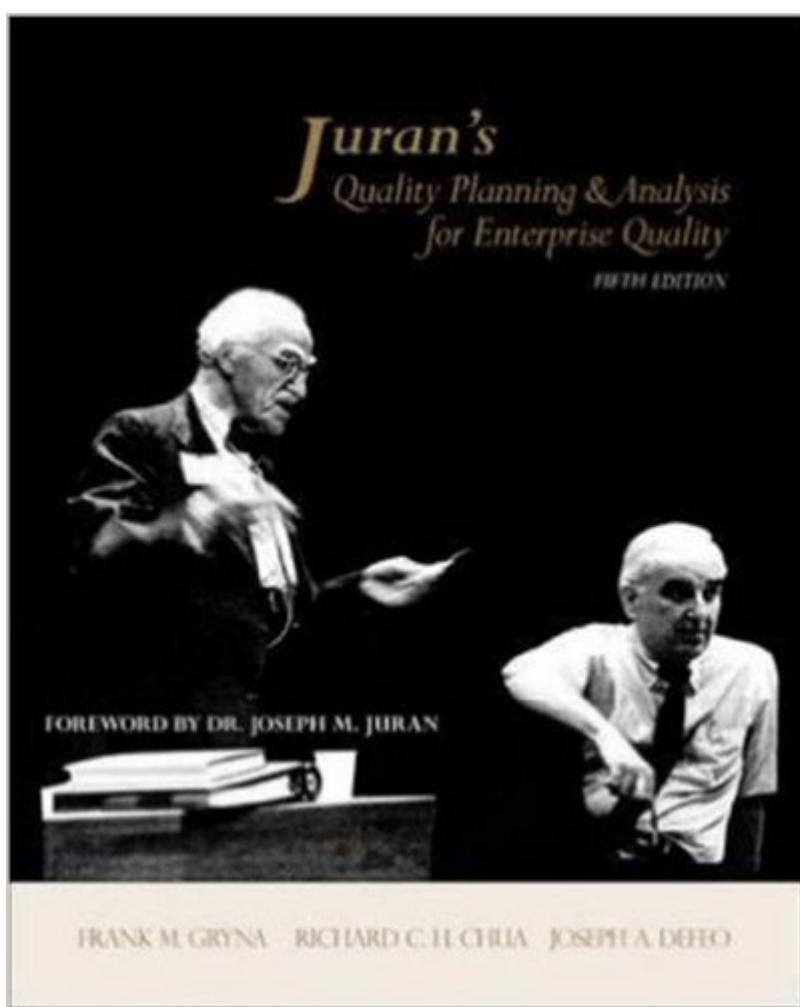


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# Juran's Quality Planning And Analysis For Enterprise Quality (McGraw-Hill Series In Industrial Engineering And Management)



## **Synopsis**

Through four editions, Juranâ™s Quality Planning and Analysis has provided students and professionals with an authoritative treatment of the subject that goes beyond statistical techniques. The fifth edition of this highly regarded classic book on managing for quality, Juranâ™s Quality Planning and Analysis for Enterprise Quality, combines the pioneering concepts of Dr. Joseph M. Juran and the teachings of the late Dr. Frank M. Gryna with the insights and experience of todayâ™s leading trainers and practitioners at the Juran Institute: Dr. Richard Chua, Executive VP and Joseph A. DeFeo, President & Executive Coach. The trademark Juran Institute approach has been retained, developing the viewpoint that the achievement of quality products and services requires the application of managerial, technological, statistical, and behavioral actions throughout all functions of an organization. With real-world problems provided in each chapter, students are faced with realities that confront managers, designers, engineers, marketers, operations personnel, users, and others involved in enterprise quality. This text will challenge readers to make assumptions, estimate economics, reach data-driven conclusions, and adapt themselves to the imperfect world of the practitioner. Students and professionals will also find this book useful as they prepare for various certifications such as the Certified Quality Engineer, Reliability Engineer, Quality Manager, Six Sigma Green Belt and Black Belt.

## **Book Information**

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## **Customer Reviews**

This book provides an exceptionally comprehensive treatment of managing for quality in the context of an overall enterprise (take a look at the table of contents). It is a great introductory text to the basic concepts of quality management that underly various continuous improvement initiatives of recent years (e.g., Lean Six Sigma), with lots of real-life examples to help illustrate important tools and methods. Additionally, it is a practical reference for more detailed topics such as statistical data analysis, hypothesis testing, and DOE. This is a new edition (the prior edition was published in 2001), and has some new features that help facilitate its use as a course textbook, including Minitab® problem sets, instructor's manual, and web links. Unlike some technical texts, it does a good job in treating topics in bite-sized sections that don't leave the reader exhausted. I'd recommend this book to anyone that practices quality management, may be involved in quality improvement initiatives, or is in operations or engineering disciplines.

I had to read this for a systems analysis class. Book was fairly interesting and not nearly as dry as I had expected.

Great item. Good as New!

Not sure if I would have suggested to use this book with a college course, but I consider it an invaluable resource book; especially since I am starting my own business.

I recently bought a book for one of my college courses, it was cheaper than in the bookstore and I got it in two weeks, did not have a problem with the buyer.

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