



Four Days with Dr. Deming: A Strategy for Modern Methods of Management

William J. Latzko, David M. Saunders

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- Dr. W. Edwards Deming, the legendary master of managing for quality whose techniques helped propel Japan into its postwar economic boom, delivered his management message in the form of four-day seminars. Now you can experience the wisdom of his seminars with this unique book.
- Reviewed in detail by Dr. Deming himself before his recent death, *Four Days with Dr. Deming* compiles and summarizes the essence of his seminars in a remarkably entertaining and easy-to-absorb style. Through the voices of Dr. Deming, the authors, and a company executive, you will learn about the problems with prevailing management systems that focus on such short-term strategies as quotas and management by results. You will discover how to move beyond these counterproductive strategies to achieve true cooperation, process improvement, and long-term productivity.
- The book includes Dr. Deming's most recent thinking on the System of Profound Knowledge, as well as purchasing strategies, cross-functional teams, alternatives to quotas, operational definitions, and systems of measurement. The unique one-concept-per-page visual format allows you to absorb complex material quickly, and the real-life examples make Dr. Deming's message concrete and usable.

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