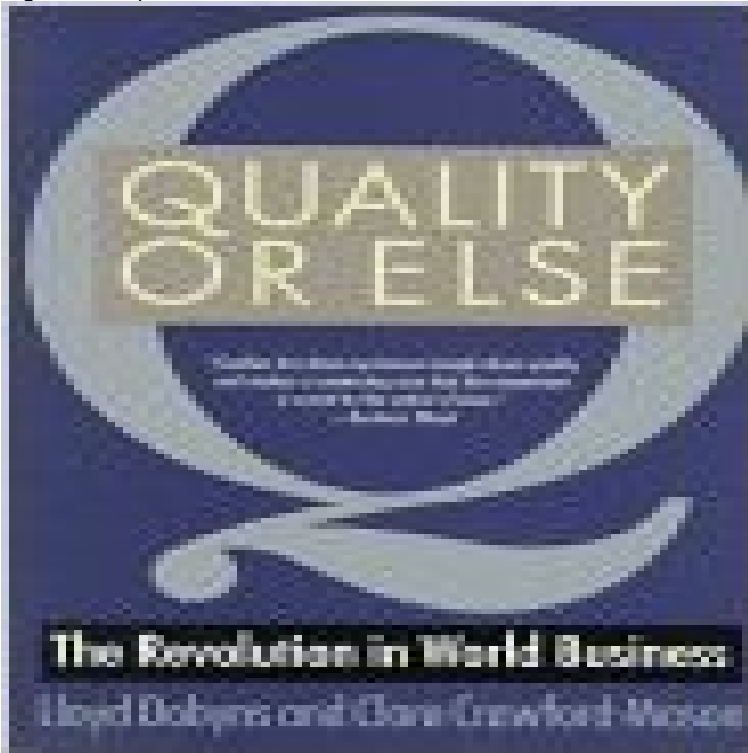


Quality or Else



In 1980, an NBC documentary, *If Japan Can . . . Why Can't We?* introduced Dr. W. Edwards Deming to this country and launched the Quality Revolution in business. This straightforward account of the Total Quality movement is written by the team responsible for that groundbreaking report. *QUALITY OR ELSE* demystifies the theories of the four main Quality gurus -- W. Edwards Deming, Philip Crosby, Armand Feigenbaum, and Joseph Juran -- telling how they are similar, where they differ, and how today's business people can use their thinking.

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