



Quality Assurance Management

By Michael J. Fox

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"Quality Assurance Management" provides a comprehensive introduction and reference source to this increasingly important area of business activity. It should prove a useful tool for managers working in companies attempting to gain ISO9000/BS5750 recognition of their quality system and developing a total quality management culture. Key issues and the latest developments are clearly and simply explained, with the relative pros and cons of the alternative strategies objectively evaluated. Specialized techniques are explained with the non-specialist in mind, so that the reader can assess the situation before discussing its managerial and technical implications. Michael J. Fox draws on his practical consultancy experience and the best current thinking from experts in USA, Great Britain and Japan. Major concepts covered include: customer care; risk minimization; quality-related costs; best practice benchmarking; and "robust" design and "six-sigma" manufacturing. The managerial implications of these issues are reinforced with plenty of practical guidance in the form of checklists, worked examples and sources of further technical information.

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