



Title: Total Quality Management: What It Means and Areas To Consider When Implementing

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Abstract: Global competition requires companies to compete on price and quality. U.S. firms are behind other competitors in the quality of their products. Total Quality Management is a management tool that addresses this problem. We examine the quality philosophies of three leading experts: Dr. W. Edward Deming, Dr. J. M. Juran, and Philip B. Crosby. In addition, this paper entails the key aspects of implementing TQM into the work place.