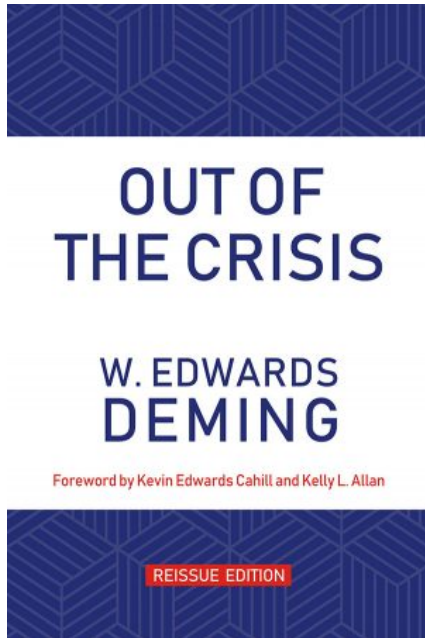


Dev Publishers
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Out of the Crisis, Reissue Edition



Author: W. Edwards Deming; Foreword by Kevin Edwards Cahill and Kelly L. Allan

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About the Book

Deming's classic work on management, based on his famous 14 Points for Management.

“Long-term commitment to new learning and new philosophy is required of any management that seeks transformation. The timid and the fainthearted, and the people that expect quick results, are doomed to disappointment.”—from *Out of the Crisis*

In his classic *Out of the Crisis*, W. Edwards Deming describes the foundations for a completely new and transformational way to lead and manage people, processes, and resources. Translated into twelve languages and continuously in print since its original publication, it has proved highly influential. Research shows that Deming's approach has high levels of success and sustainability. Readers today will find Deming's insights relevant, significant, and effective in business thinking and practice. This edition includes a foreword by Deming's grandson, Kevin Edwards Cahill, and Kelly Allan, business consultant and Deming expert.

According to Deming, American companies require nothing less than a transformation of management style and of governmental relations with industry. In *Out of the Crisis*, originally published in 1982, Deming offers a theory of management based on his famous 14 Points for Management. Management's failure to plan for the future, he claims, brings about loss of market, which brings about loss of jobs. Management must be judged not only by the quarterly dividend, but by innovative plans to stay in business, protect investment, ensure future dividends, and provide more jobs through improved product and service. In simple, direct language, Deming explains the principles of management transformation and how to apply them.

About the Author

W. Edwards Deming (1900–1993) was international consultant in management and quality. In 1987, he was awarded the National Medal of Technology and Innovation by President Ronald Reagan.

Review

Deming's profound insights stand the test of time. Every leader who cares about improving quality in the deepest sense of the word—that of making people's lives better—should be well-read in Deming's philosophy and methods. To understand Deming is to grasp how society and the economy can work smarter, not just in the name of efficiency, but in the cause of humanity.

Jim Collins

author of Good to Great, coauthor of Built to Last

Following Deming's teachings helped us weather the great economic recession—and then to move forward to double the size of the company, profitably, shortly thereafter. Deming's approach is a continuing source of competitive advantage and rapid growth.

Sherm Moreland

CEO, DesignGroup Commercial Architects & Planners

Using Dr. Deming's leadership philosophy helped us scale up quickly and profitably. Our employees were delighted with this enlightened and effective approach. Within a few years the company went public on the Nasdaq stock exchange.

Keith Sparkjoy

cofounder, Pluralsight

Our company owes a huge debt to Dr. Deming's insights about how to lead and operate. Pride and joy in work, client satisfaction, growth, and quality are all high and sustainable.

Travis Timmons

health care entrepreneur and President, Fitness Matters

Healthcare has made some strides to improve outcomes while reducing costs. But there is so much more that can be done. The opportunities are great and pathways are known. Deming showed them to us first in *Out of the Crisis*. He gave us even more guidance in *The New Economics*. Anyone in charge of a health care entity, or any other entity for that matter would benefit greatly from reading and studying both books.

Donald M. Berwick

President Emeritus and Senior Fellow, Institute for Healthcare Improvement

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