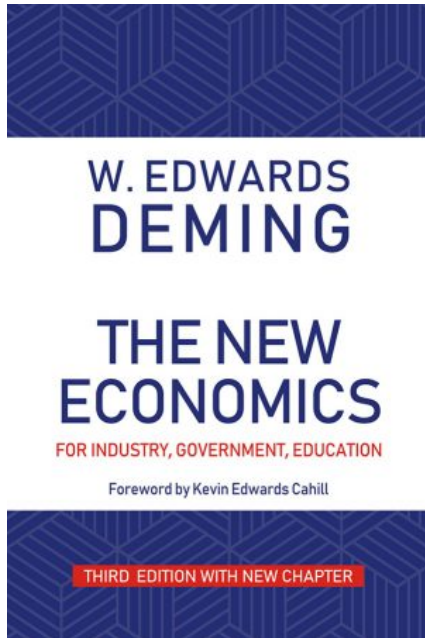


Dev Publishers
& Distributors

The New Economics for Industry, Government, Education, Third Edition



Author: W. Edwards Deming; Foreword by Kevin Edwards Cahill

Publisher: Dev Publishers & Distributors

Edition: Third Edition

Year: 2019

Dimension: 15 x 23 cm

No. of Pages: 260

Weight: 350 gm

ISBN: 9789387496156

Binding: Softcover

Territory: South Asia

Price: Rs 845

About the Book

A new edition of a book that details the system of transformation underlying the 14 Points for Management presented in Deming's *Out of the Crisis*.

It would be better if everyone would work together as a system, with the aim for everybody to win. What we need is cooperation and transformation to a new style of management.”—from *The New Economics for Industry, Government, Education*

In this book, W. Edwards Deming details the system of transformation that underlies the 14 Points for Management presented in *Out of the Crisis*. The Deming System of Profound Knowledge, as it is called, consists of four parts: appreciation for a system, knowledge about variation, theory of knowledge, and psychology. Describing the prevailing management style as a prison, Deming shows applying the System of Profound Knowledge increases productivity, quality, and people's joy in work and joy in learning. Another outcome is short-term and long-term success in the market. Indicative of Deming's philosophy is his advice to abolish performance reviews on the job, to look deeper than spreadsheets for opportunities, and even to rethink how we teach and manage our schools. Moreover, Deming's method enables organizations to make accurate predictions, which is a valuable tool in today's uncertain economic climate.

This third edition features a new chapter (written by business consultant and Deming expert Kelly L. Allan) that explains the relevance of Deming's management method, and case studies from organizations that have adopted Deming's System of Profound Knowledge, and offers guidance on how organizations can effectively “do Deming.”

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

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

We started our Deming journey when I attended Dr. Deming's seminars and then began meeting privately with him decades ago. His book, *The New Economics*, with this new chapter, applies Deming's brilliance to everyday leadership challenges—as well as to strategic ones. Deming once said, 'There is no substitute for knowledge.' I believe there is no substitute for Deming. Our privately-held, international company runs on Deming.

Paula Marshall

CEO, The Bama Companies, Inc.

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*

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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