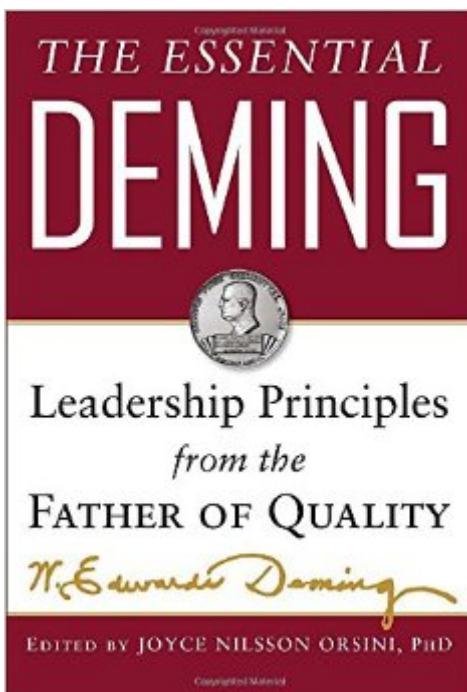


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# The Essential Deming: Leadership Principles From The Father Of Quality



## Synopsis

The name W. Edwards Deming is synonymous with the most insightful views, ideas, and commentary on management and quality control. Referred to as "the high prophet of quality" by the New York Times, Deming was instrumental in the spectacular rise of Japanese industry after World War II and influenced many of the world's most innovative managers in the ensuing decades. His original ideas led directly to the creation of relationships with suppliers and a plethora of quality initiatives. Now, with *The Essential Deming*, Fordham University professor and Deming expert Joyce Orsini draws on a wealth of previously unavailable material to present the legendary thinker's most important management principles in one indispensable volume. The book is filled with articles, papers, lectures, and notes touching on a wide range of topics, but which focus on Deming's overriding message: quality and operations are all about systems, not individual performance; the system has to be designed so that the worker can perform well. *The Essential Deming* reveals Deming's unique insight about: How poor management infects an entire organization The critical importance of management on producing quality products and services Improving management in any company The effective management of people--the manager's single most important task How to educate workers into critical thinkers Ways to preserve statistical integrity while dealing with real-world problems Fully authorized by the Deming estate and published in cooperation with The W. Edwards Deming Institute, *The Essential Deming* is the first book to distill Deming's life's worth of thinking and writing into a single source. Orsini provides expert commentary throughout, delivering a powerful, practical guide to superior management. With *The Essential Deming*, you have the rationale, insight, and best practices you need to transform your organization. "To move from the wilderness of news into the paths of history, we must distinguish true turning points from mistaken ones. W. Edwards Deming has seen the future and it works. He is a turning point of business history made flesh." -- U.S. NEWS & WORLD REPORT "I engaged Dr. Deming to assist Ford in planning, developing, and implementing the plans to accomplish major improvement in the way people worked together and in the quality of our products. . . . Ford achieved major success in this effort, and I consider Ed Deming to have been a key element in our progress." -- DONALD E. PETERSEN, former Chairman of the Board and Chief Executive Officer, Ford Motor Company "It can be said of very few that they changed the way the world thinks, but Dr. Deming is among them. . . . The legacy of Dr. Deming's genius, already immense, grows even larger with this new collection of his thoughts." -- DONALD M. BERWICK , Senior Fellow, Center for American Progress "Toyota Motor Corporation was awarded a Deming Prize in 1965. This laid the foundations for the present growth of our company. I do believe the ideas and theories of Dr. Deming emphasizing the

importance of quality control are very useful for people of all ages." -- TATSURO TOYODA, Senior Advisor, Toyota Motor Corporation "Few rival W. Edwards Deming for impact on management in the twentieth century. Indeed, Deming and Drucker, to my mind, stand apart for the breadth and depth of their vision for management as a profession that truly might help realize the possibility of people working together at their best. . . . The publication of this expansive edition of Deming in Deming's own words is a seminal event." -- PETER M. SENGE, MIT and the Society for Organizational Learning

## **Book Information**

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## **Customer Reviews**

I suppose I could be labeled a purist, but I think in this case it's being more realistic. I've been a Deming disciple since reading Out of the Crisis. I also had the opportunity to attend one of his sessions as a young supervisor. Make no mistake, I am a huge fan of Deming. Much more than any other management/business reading material, Out of the Crisis had the biggest impact on my personal style of leading and managing. That said, I had a lot of trouble with this book. By her own admission in the preface, the book was edited with a "heavier hand." Orsini goes on to state "the book contains very few complete articles." As a result, I found this book to ramble. The thoughts struck me as disjointed and the flow was awkward between articles. In the Kindle edition, the index takes up 15% of the book. My suggestion is to read the original work of W Edwards Deming. Start with Out of the Crisis and grow from there ...

I believe The Essential Deming is so valuable that i took the time to write a detailed review on [...] in the Deming Files collection of articles published under the auspices of The W. Edwards Deming Institute. Here is the link:[...]You will want to have this book in your library, because with this book Dr. Joyce Nilsson Orsini has given us a great gift. She has provided us with previously unpublished or little known excerpts of the writings and presentations of Dr. W. Edwards Deming.Via its wide-ranging topics THE ESSENTIAL DEMING provides an excellent bridge to the next level of Deming's insights; we get to look up from our daily work and see the bigger picture. Much to this reader's delight, it is an enlivening picture.Dr. Deming, of course, changed the world. Changed the way the business, industrial, and service delivery worlds thought about -and achieved quality. But the revolution in quality was only one of Deming's contributions. He also pioneered statistical methods. And, late in his life, he developed a method by which organizations could be managed for greater effectiveness, efficiency, quality, and humaneness. "Create pride and joy in work," is one of his most famous sayings.Deming's insights on improved ways of managing for success are compelling--and most people don't know they exist. In this book Deming/Orsini provide specific and clarifying statements about the specific attributes of a manager. And just as with other of Deming's insights, organizations that apply the management teachings as soon as they can will gain competitive advantage and leap ahead.Powerful.

His ideas are brilliant and still relevant for our society. The book is a compilation of his talks, therefore quite repetitive.Still important lessons to learn and apply in the management field.

A collection of readings and ideas from the 'father of quality'. While the content is good, the connection between articles is unclear and sometimes repetitive. Not a cover to cover read but a good reference.

This book is a captivating collection of writings and speeches which covers the broad spectrum of Deming's expertise and knowledge. It includes letters to corporate CEOs about how to bring quality into their companies, and articles about business, quality, education, consumers, marketing, management, statistics, knowledge and systems. Some of the ideas expressed are conveyed in Deming's earlier books; however, there is plenty of additional and new material to warrant a thorough read of this book. One speech talks about the blandness of stories in books for children, so much so that children go to sleep reading them. Orsini adds fascinating insight into many of the entries with comments about the context and circumstance under which the papers appeared. This

is a must read for anyone serious about business and management.

Good read for anyone in the corporate world. Too bad our fat cats didn't listen to him, I can't even imagine what kind of nation we would be living in now if they had. Look at Japan before their version of the yuppie took over the corporate reins

If you're searching for this book, you already know it's reputation. It lives up to it. While it's no replacement for Deming's other books, it is a great supplement and can shed a somewhat different light on his philosophies.

The book has many ideas and advices to achieve quality. For me, a very valuable point is that highlights that quality cannot be achieved without knowledge. Without question, you get more than you pay.

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