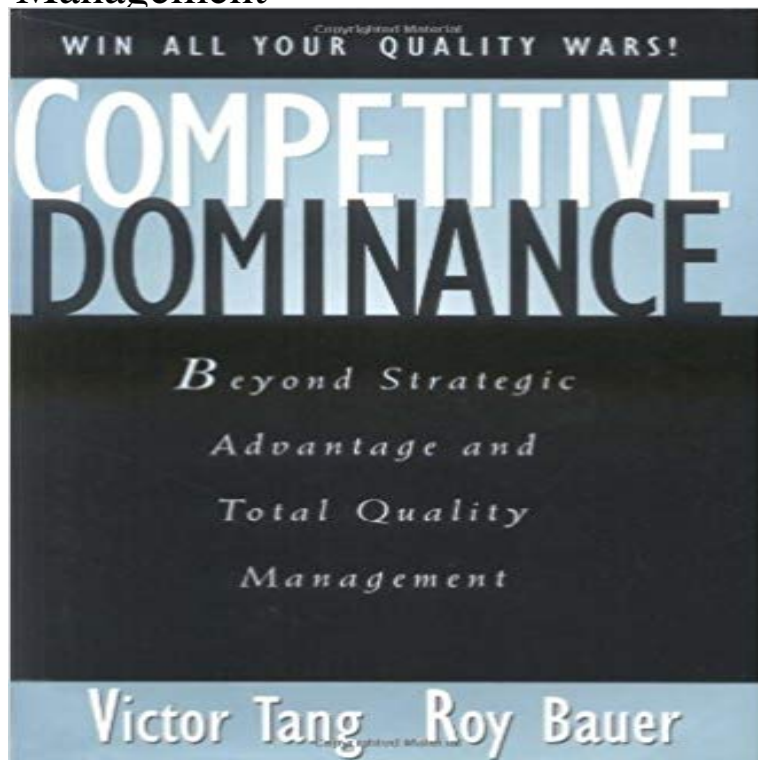


Competitive Dominance: Beyond Strategic Advantage and Total Quality Management



For starters, today's companies need superior strategic processes and streamlined quality practices. But these are not enough. Competitive Dominance: Beyond Strategic Advantage and Total Quality Management emphasizes the importance of implementing an integrated strategy and quality management system. Authors Tang and Bauer are leading industry executives who have used strategy and quality to create organizational change, resulting in turnaround and competitive dominance in billion-dollar businesses. In this book, they take you through the various stages of strategy and quality practices, explaining how to integrate and implement them. Tang and Bauer also present 10 principles of competitive dominance that create integration and synchronization between all the stages of strategy and quality. Plus, they recommend an expanded set of tools and methodologies that complement conventional quality and strategy practices and facilitate the implementation of competitive dominance. Also included is a list of management malpractices to avoid, outlining the 12 worst management practices from the authors' experiences with organizations of many different sizes and from a broad range of industries.

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