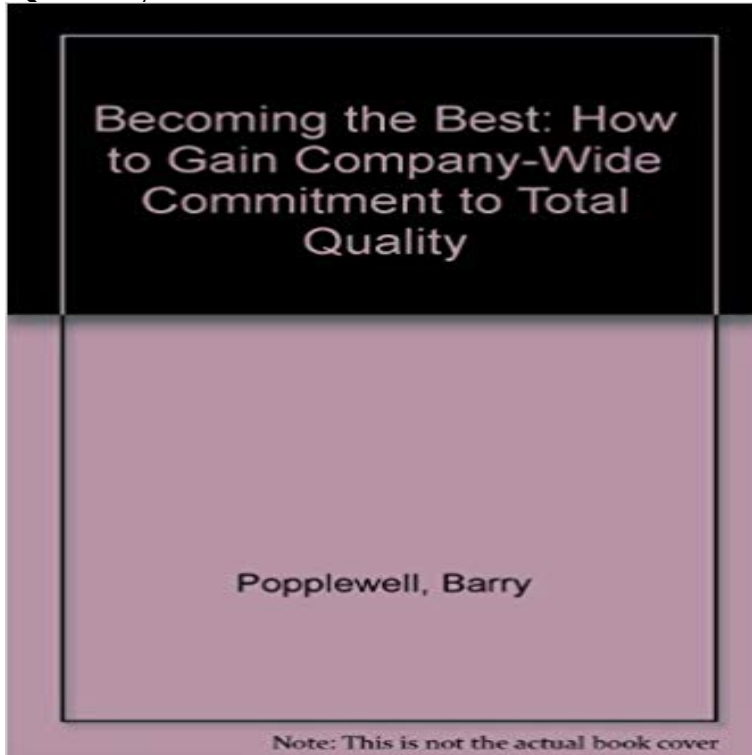


Becoming the Best: How to Gain Company-Wide Commitment to Total Quality



How could it happen in a buoyant market? New products, lots of orders, and yet no profit - a big fat ZERO. The opportunity had been there - and he'd blown it. As the story unfolds Neil begins to understand the problem. Quality is the key - not just product quality but total quality. If everybody was the best at what they do, he thought then this would be one hell of a company. So that's what he sets out to do - become the best. How he conceives his idea, translates it into practice, cajoles and carries his employees with him, is all in this book.

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