Making Quality a Global Priority

2006-07

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| **Quality Audits for Improved Performance, Third Edition**  
Dennis R. Arter  
This completely updated bestseller offers established techniques and expanded information including a general model for auditing any management system, the system-process-product relationship, auditor competencies and qualifications, audit reports and the role of the auditor after the report, and new material on remedial and corrective action. Quality practitioners, registrars, and those preparing for certification exams will find this book to be an indispensable tool. Examples and checklists throughout the book help make this one of the best single-source reference guides relating to any quality management system, including ISO 9001, GMP, automotive, and others.  
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Karen Welch  
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J.P. Russell and Terry Regel  
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J.P. Russell

J.P. Russell leads readers through the entire audit process in this easy-to-use pocket guide. From the audit assignment to analyzing results and following up on the action items, this guide summarizes all the steps necessary to complete an internal audit. Throughout this text, numerous charts, graphics, and illustrations are used to demonstrate the audit process. Russell also addresses the ethics of internal audits by referencing the 20 audit principles throughout the text, and differentiates this text from other audit guides by stressing what is important for internal audit behavior and objectives. The condensed format of this book makes it a good tool to use when teaching others how to perform an internal audit and is appropriate for those who have no prior knowledge of audit principles or techniques.

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J.P. Russell

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The Quality Auditors’ HACCP Handbook
ASQ Food, Drug, & Cosmetic Division

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The Process Auditing Techniques Guide
J.P. Russell

Best-selling author J.P. Russell focuses on the methods and techniques of conducting internal and external process audits in this essential pocket guide. Ideal for individuals with a basic understanding of auditing techniques, it is written for auditors who conduct first, second, and third party audits to any standard or work instruction. Russell stresses that the ISO 9001:2000 quality management system design should be based on defining, linking, sequencing, and measuring processes and uses examples based on ISO 9001:2000 throughout the book for convenience. Also included is information on the FAA, FDA, EPA, and OSHA standards.

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List Price: $22.00

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Automotive

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Karen Welch

Picking up where others leave off with TS 16949:2002, experienced third-party auditor Karen Welch assumes familiarity with the implementation of the standard. TS 16949 is dedicated to providing a checklist with the information those preparing for an audit really need to know. Even the novice will be able to frame a comprehensive process audit by providing the baseline questions to be asked while clarifying and confirming compliance with TS 16949. The presentation allows the addition of supplemental questions that pertain to each individual organization. Readers will be able to determine weaknesses in the overall system effectiveness, and identify vulnerable areas where further probing may be required. Audit questions are grouped by process rather than by standard clauses, automatically guiding the auditor to conduct a process approach audit. This book will jump-start the evolving process of an effective process audit questionnaire.

*Includes CD-ROM with audit checklist.*


Roderick A. Munro

Through the use of ISO/TS 16949:2002, this book will assist internal auditors with planning and performing process audits in order to become more effective as an auditor and satisfy top management, auditees, and external customers. It includes practical case studies along with the body of knowledge for the ASQ CQIA and CQA certifications, a glossary of terms, and a list of acronyms.


**Integrating ISO 9001:2000 with ISO/TS 16949 and AS9100**

D. H. Stamatis


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**Auditing**

**The Management System Auditor’s Handbook**

Joe Kausek

This handbook provides a detailed and structured examination of the audit process, from the why’s to the what’s and how to’s. Extensive focus is provided on auditing for effectiveness, as well as conformance. Unlike other audit books on the market, this handbook seeks to give the auditor sufficient understanding of the intent of auditing and of techniques for auditing to allow the development of an audit program that is uniquely fitted to the auditor’s industry, processes, and company culture. Included in the appendices and on the accompanying CD-ROM are electronic checklists that can be used to plan and guide the auditor in the evaluation of both the conformance and effectiveness of the management system to the corresponding standard’s requirements.


**The ASQ Auditing Handbook, Third Edition**

J.P. Russell, editing director

This best-selling book is now revised and fully updated! It encompasses the new body of knowledge and covers nearly every aspect of the audit function. All topics have been reorganized into a more logical pattern and rewritten to promote the common elements of all types of system and process audits, including quality, automotive, environmental, safety, and healthcare. This new edition also contains additional material in the areas of auditor competency, business applications, and improvement tools, as well as new process methods, ISO 19011 guidance, terminology, communication technology, and example forms. Though a valuable resource for studying for the CQA examination, it is also meant to be the single source for auditors, audit managers, audit teams, and quality professionals in the field.


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**The TL 9000 Guide for Auditors**

Mark Kempf


**Puzzling Auditing Puzzles**

J.P. Russell and Janice Russell

Insights to Performance Excellence 2006: An Inside Look at the 2006 Baldrige Award Criteria

Mark L. Blazey
Examiners of quality systems and leaders of organizations seeking superior performance levels can gain a competitive edge by understanding how the parts of a high-performance management system connect and align. This book provides a step-by-step approach to help identify and put in place properly focused continuous improvement systems. It helps readers identify areas that need immediate improvement, and areas that are less urgent but still vitally linked to organizational and operational excellence. What separates this book from others on the market is the author’s simplification of the 2006 Baldrige Criteria and the application process. Through the use of flowcharts, relationship matrices, and examples of effective practices to help assess and document continuous improvement efforts, the book will strengthen your understanding of the Baldrige Criteria and provide valuable insights when analyzing your organization. Also includes a bonus CD-ROM with templates to assist in applying for the award.

Item: H1281
List Price: $75.00

Homeland Security Assessment Manual

Donald C. Fisher
Many organizations have embraced the concept of improving overall performance by using the Baldrige criteria as a benchmark to gauge their strengths and opportunities for improvement, and as a measurement of their overall alignment and integration of key processes. This comprehensive and hands-on manual will help organizations align the Baldrige Award Criteria for Performance Excellence with homeland security issues. These are issues that both public and private organizations must address in order to ensure a safe work environment for both their employees and their customers.

Accompanying CD-ROM includes self-assessment scoring documents and questions to ask that provide valuable insights when analyzing your organization.

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Charting Your Course: Lessons Learned During the Journey Toward Performance Excellence

John Conyers and Robert Ewy
The authors share the story of their school district’s journey toward continuous improvement as they followed the Baldrige Award criteria. They share both the good and the bad results encountered along the way, allowing the reader to learn from their experiences. The book will help other schools answer the many questions that will inevitably come up as they begin to follow the Baldrige criteria, and will help them avoid making some of the same mistakes.

Item: H1200
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The Principal’s Leadership Counts! Launch a Baldrige-Based Quality School

Margaret A. Byrnes with Jeanne C. Baxter
This book is a leadership guide for principals who want to become involved with integrating the Baldrige National Quality Program Criteria into their school’s pursuit of performance excellence. It is the leadership companion piece to the first book by the authors, There is Another Way! Launch a Baldrige-based Quality Classroom. This book presents a straightforward way for principals to learn more about Baldrige-based quality, how the school can be linked to the classroom as the necessary cultural shifts take place, and how classroom teachers must be supported in their efforts.

Item: H1273
List Price: $50.00

There is Another Way! Launch a Baldrige-Based Quality Classroom

Margaret A. Byrnes with Jeanne C. Baxter
This book is filled with real-world case studies that illustrate the application of the Baldrige criteria for classroom improvement. The authors suggest multiple uses for this primer: as an agenda for staff development training, in the classroom as a step-by-step systemic improvement guide, or as an informational reference for board members, parents, and community partners seeking to broaden their understanding of Baldrige in the classroom.

This book offers the most concise presentation of the connection between total quality and its applications in the field of education to date, and introduces many practical, up-to-date total quality tools for educators.

Item: H1249
List Price: $45.00

From Baldrige to the Bottom Line: A Road Map for Organizational Change and Improvement

David W. Hutton
This book describes a powerful, proven methodology for driving continuous improvement: the assessment process. This process provides a road map for any organization to use in developing its own high-performance management system. The book addresses the needs of a wide audience—from senior leaders and managers to educators and facilitators in the trenches. From Baldrige to the Bottom Line begins with information to help get the process started, and then provides detailed implementation guidance, tools, and techniques.

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**Basic Quality**

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Pete Geissler

Astute and successful managers everywhere know that being understood is a luxury beyond price; it is a fundamental necessity for their social and financial success, and also the viability of their organizations. This book makes the case for that rare ability to express ideas, thoughts, policies, and directives coherently, clearly, distinctly, and succinctly: articulation. Hear from successful managers how being articulate changed their lives, and learn how you can follow in their footsteps.


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Bjørn Andersen and Tom Fagerhaug

This updated and expanded edition discusses many different tools for root cause analysis and presents them in an easy-to-follow structure: a general description of the tool, its purpose and typical applications, the procedure when using it, an example of its use, a checklist to help you make sure it is applied properly, and different forms and templates (that can also be found on an accompanying CD-ROM). The examples used are general enough to apply to any industry or market.


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**Effective Writing for the Quality Professional: Creating Useful Letters, Reports, and Procedures**

Jane Campanizzi

This book demonstrates how to format documents to allow for more effective communication, and provides the structure and content guidelines for writing letters, memos, e-mails, reports, proposals, and recommendations.


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**Principles and Practices of Organizational Performance Excellence**

Thomas J. Cartin

Divided into two sections, this book begins with an easy overview of quality fundamentals and productivity, followed by a more detailed explanation of the key quality improvement tools and techniques.


Item: H0995
List Price: $42.00

**The Quality ToolBox, Second Edition**

Nancy R. Tague

*The Quality ToolBox* gives quality practitioners a choice of tools for dealing with many different situations that occur on the road to continuous improvement. It includes a variety of matrices and flowcharts, data collection and analysis tools, tools for planning, tools for analyzing processes and discovering root causes, and different forms of brainstorming and other tools for generating, organizing, and evaluating ideas.

In updating this book, Tague has added 34 tools and 18 variations. The “Quality Improvement Stories” chapter has been expanded to include detailed case studies from three Baldrige Award winners. An entirely new chapter, “Mega-Tools: Quality Management Systems,” puts the tools into two contexts: the historical evolution of quality improvement and the quality management systems within which the tools are used.


Item: H1224
List Price: $60.00

**The Quality Improvement Handbook, Second Edition**

ASQ Quality Management Division and John E. Bauer, Grace L. Duffy, and Russell T. Westcott, editors

This book is for anyone who wants to improve themselves and/or their organization. It is particularly salient for those at the beginning stages of learning about the history, concepts, and tools of quality. In addition, the content of this book is structured to follow the Body of Knowledge (BoK) of ASQ’s Certified Quality Improvement Associate (CQIA) certification. While the content coincides with the sequence of the BoK, each chapter stands alone, and the chapters may be read in any order. Where appropriate, supplemental reading suggestions are provided.


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**Business Process Improvement Toolbox**

Bjørn Andersen

What distinguishes this book from others that explain individual improvement tools is the sequential organization and the integrated explanation for applying the quality tools. Using an overall process improvement framework the author groups the tools into a total approach, thereby helping you know when to use each tool and for what purpose. Every tool includes an example of its use along with ready-to-use templates for matrices, forms, and charts so you can start using the tools right away. The reader will learn how tools fit together and how they can be used in a coherent process improvement system.


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Unlocking the Power of Your QMS: Keys to Business Performance Improvement
John E. (Jack) West and Charles A. Cianfrani
This book discusses how to successfully implement an effective QMS by engaging top management, focusing on the customer, embracing the continual improvement process, and changing your thinking on corrective and preventive action, along with the way you audit. Implementing an effective QMS includes methods for self-assessment that show what successes can be traced back to the organization’s processes and operations.
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The Quality Improvement Glossary
Don Siebels
This glossary includes a myriad of technical terms and concepts related to quality management principles. Novices, as well as seasoned quality professionals, will find this book to be the definitive guide to quality-related terms, concepts, people, and acronyms. The concise explanations are helpful when preparing for certification exams. This glossary is organized alphabetically and includes references to related concepts making it a quick and easy-to-use reference book that any quality library should have. Also included are: the ASQ Code of Ethics; noted influential persons in the quality field; a separate list of acronyms; and SPC symbols and common formulas.
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Root Cause Analysis: A Tool for Total Quality Management
Paul F. Wilson, Larry D. Dell, and Gaylord F. Anderson
This book describes the methods and tools used to develop and implement an effective TQM program. It provides a practical explanation of root cause analysis and discusses the proactive use of analysis techniques for the prediction and prevention of problems. It emphasizes the basic concepts, various analysis techniques, and their common purpose in determining the true cause of problems.
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Workbook to Accompany Root Cause Analysis
Includes case studies.
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Quality Essentials: A Reference Guide from A to Z
Jack B. ReVelle
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Everyday Excellence: Creating a Better Workplace through Attitude, Action, and Appreciation
Clive Shearer
This book looks at the core of quality—it looks at people. People either have the right attitude or they don’t. They take the right action, or they don’t. They appreciate what they receive, or they don’t. Author Clive Shearer shows how the opportunities to practice and apply common sense in the workplace occur minute-by-minute, throughout the day. The ideas presented can be applied at your workplace and also in your own life.
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Benchmarking: The Search for Industry Best Practices That Lead to Superior Performance
Robert C. Camp
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Quality Makes Money: How to Involve Every Person on the Payroll in a Complete Quality Process (CQP)
Pat Townsend and Joan Gebhardt
This book describes a pragmatic set of steps that make it possible for an organization of any type to engage every person on its payroll in the continual effort to improve everything the company does. The authors’ intention is to reenergize the “Quality Revolution” by giving organizations a realistic option for tapping into the talent already on their payrolls. The book presents not only logical theory but also a real-life, full-scale success story as a model. Paying heed to its lessons can enable organizations of all types to improve whatever it is they do and see a positive impact on the bottom line.
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Zigmund Bluward
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Melissa G. Hartman, editor
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Timothy J. Clark
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ASQ Quality Costs Committee, Jack Campanella, editor
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Karen Bemowski and Brad Stratton, editors
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ASQ Chemical and Process Industries Division, Chemical Interest Committee

Because its approach to quality practices is from a process industry viewpoint, this book has been a favorite guide for process engineers, quality professionals, and manufacturing managers, as well as any customers of the chemical and process industries. This improved second edition has been updated to be consistent with the 1994 ANSI/ISO/ASQC Q9000 revisions and explains other developments in quality practice since its original release. Also new to this edition is information on customer service and product performance, technician training, and packaged material distributor requirements.


Item: H1012
List Price: $28.00


ASQ Chemical and Process Industries Division

This easy-to-read third edition reference is updated to reflect the ISO 9000:2000 standard and explains the relationship between ISO 9001 and the chemical and process industries. Industry-specific examples help readers implement the standard in their organizations. The writing team for this addition has nearly 70 years of combined experience in applying the ISO 9000 criteria to the chemical industry. Substantial changes from previous editions of this book and new aspects of the standard are highlighted throughout the text. Readers will also be assisted by discussions of chemical and process industry-specific issues outlining good quality practices for each clause of the standard. With ISO 9001 terminology spelled out in industry-specific terms, this is the only book of its kind available anywhere.


Item: H1126
List Price: $40.00


The ASQ Chemical and Process Industries Division, Chemical Interest Committee

Designed to clarify the interpretations of specifications in the chemical and process industries, this valuable reference can be used to negotiate, operate, and establish specifications. An actual process for setting specifications is outlined that will help alleviate conflicts that occur during the negotiation of specifications. This manual is especially beneficial for all quality, engineering, and manufacturing personnel who need to establish specifications for the chemical and process industries and their suppliers.


Item: H0908
List Price: $35.00

A Laboratory Quality Handbook of Best Practices and Relevant Regulations

Donald C. Singer, editor

Based on the work of a collection of experts from the laboratory science and quality assurance fields, this book provides all of the information needed to run a successful laboratory in compliance with all relevant regulations. From sample tracking to accurate documentation, training to methods validation, maintenance to calibration, and out-of-specification responses to preparation for audits, a combination of people, instrumentation, and documentation must work in sync for high-quality results. This handbook provides information that will help a laboratory achieve high-quality results and compliance.


Item: H1076
List Price: $95.00
Managing the Customer Experience: 
A Measurement-Based Approach

Morris Wilburn

Learn how to collect, analyze, and act on your data to increase loyalty! This book presents a comprehensive picture of the company activities that influence customer loyalty, and discusses how those activities are interrelated in their effect on customer loyalty. In traditional customer loyalty research studies, some of the factors influencing loyalty are often overlooked, such as brand image, the emotions of customers, how those emotions are influenced by direct contact with service employees, and the shopping environment. This book gives in-depth attention to each and also thoroughly describes how the data collected by customer loyalty research can be used to manage customer loyalty.

Available November 2006.


Item: H1292
List Price: $45.00

Competing for Customers and Winning with Value

R. Eric Reidenbach and Reginald W. Goeke

Every business firm seeks to identify and occupy a position that is somehow unique from that of its competitors. Outstanding firms are constantly seeking newer and better ways to differentiate themselves from their competitors and to increase the firm’s share of the market, given it is something valued by the market. This book is about effective competition for customers. It provides a disciplined, step-by-step process for creating and sustaining a differential advantage that can be deployed throughout the functional and operational areas of an organization. This process is designed to remove the randomness of crafting an effective competitive strategy that will make Six Sigma, lean, or any other initiative even more powerful.


Item: H1274
List Price: $45.00

Customer Satisfaction Research Management

Derek R. Allen

This is the third book in a series by author Derek Allen focusing on customer satisfaction measurement, analysis, and implementation. Allen begins with the assumption that the reader has at least a minimal familiarity with the psychometric aspects of customer satisfaction measurement, statistical analysis, and linkage research that attempts to establish a causal relationship between customer attitudes and business outcomes. He then builds on this base to first discuss the theoretical relationship between customer satisfaction and financial performance, and then to dive deep into specific applications of customer satisfaction programs. Some of the areas covered include dealing with the challenges of conducting global customer satisfaction measurement programs, linking performance metrics to management compensation systems and financial outcomes, and results deployment.


Item: H1182
List Price: $60.00

Strategic Six Sigma for Champions

R. Eric Reidenbach and Reginald W. Goeke

The fundamental purpose of this book is to provide a guide that Six Sigma champions can follow to make better decisions regarding the purchase and conduct of customer value research. Customer value is a metric that provides the much-needed detailed information regarding how customers define value. It also provides Six Sigma practitioners with a comprehensive understanding of value creation and delivery from its point of production to point of consumption. Customer value promises to unleash the total power of Six Sigma, enabling companies to mine even greater marketplace performance from their Six Sigma efforts.


Item: H1275
List Price: $40.00

Customer Centered Six Sigma: Linking Customers, Process Improvement, and Financial Results

Earl Naumann and Steven H. Hoisington

Customer Centered Six Sigma provides readers with a fundamental and comprehensive approach to thoroughly involving customer requirements into all aspects of your organization’s business. Providing a basic understanding of the Six Sigma initiative, the book emphasizes the consideration and implementation of customer input throughout the process. The authors present a high-level review of basic Six Sigma tools for gathering customer requirements, conducting customer satisfaction surveys, and managing organizational processes and problems. The entire book discusses the involvement and alignment of the customer with the organization’s processes and culture. Each chapter’s points are reinforced with case studies that emphasize key lessons learned.


Item: H1080
List Price: $85.00

Measuring Customer Satisfaction: 
Survey Design, Use, and Statistical Analysis Methods, 
Second Edition

Bob E. Hayes

This revised best seller presents detailed information about how to construct, evaluate, and use customer questionnaires. New to the second edition is a chapter that includes different methods of sampling and determining an appropriate sample size for reliable results. Also added is a chapter devoted to presenting examples on real customer satisfaction measures and how they can be used. Other topics include guidelines for developing questionnaires, scale development, the concept of quality, frequencies, sampling error, and two methods of determining important service or product characteristics as perceived by the customer.


Item: H0925
List Price: $42.00

Visit our Online Bookstore at http://qualitypress.asq.org
Customer Relationship Management

Terry G. Vavra
Changes to the ISO 9001:2000 international standards require that organizations must have an effective method of measuring customer satisfaction to achieve ISO certification. Customer Satisfaction Measurement Simplified is the first book on the market specifically written to assist in attaining this requirement. Through the use of graphics, charts, real data, and examples drawn from the author’s own experiences, this book will guide you through the process of implementing a customer satisfaction measurement process to help your organization obtain ISO 9001 certification.

Includes CD-ROM with templates.
Item: H1090
List Price: $50.00

Measuring and Managing Customer Satisfaction: Going for the Gold
Sheila Kessler
This best-selling book provides a way to design a coordinated, cost-effective, customer-friendly measurement and management system that provides results. The focus is on planning and implementation—two neglected areas of customer satisfaction measurement. Learn how to choose the appropriate tools, such as written surveys, telephone surveys, focus groups, and employee information. Then use these tools to implement a customer satisfaction system worthy of a gold medal!
Item: H0926
List Price: $35.00

Online Customer Care: Strategies for Call Center Excellence
Michael Cusack
A timely and forward-looking resource for any organization attempting to set up a world-class call center, this book provides a detailed introduction to the emerging technologies in customer care. You will learn how process-driven system design, user interaction, content provisioning, and data gathering can help an organization achieve world-class customer care.
Organizations looking for cost-effective ways to service their customers using integrated online solutions will gain much insight from this complete resource. Cusack also provides a high degree of detail and substantial guidance for reengineering a call center. Also included are numerous examples and flowcharts that provide ease of comprehension and application.
Includes 30 figures and a glossary.
Item: H0972
List Price: $50.00

The Customer Care and Contact Center Handbook
Garry Schultz
Customer satisfaction is at the heart of nearly every business, and the customer contact center is usually the key to maintaining that satisfaction. At a time in which technological advances, cultural changes, and increasing customer expectations make customer interaction more demanding than ever, the successful performance of a customer call center is vital. The Customer Care and Contact Center Handbook was written to help managers create and maintain a world-class customer contact center, incorporating the many methods customers may use to contact a company. This guide is ideal for anyone who wishes to understand the parameters of the creation and maintenance of a world-class customer care center, especially those responsible for the formation or overhaul of a contact center.
Item: H1172
List Price: $45.00

Sheila Kessler
Customer-driven companies consistently demonstrate much better performance than other companies, showing a higher profit, increased employee growth, and greater returns on assets. In addition to these benefits, companies are now required to have a solid customer satisfaction system in place to achieve ISO 9001:2000 certification. Now this easy-to-use toolkit from best-selling author Sheila Kessler provides basic tools currently being used in customer satisfaction systems, and shows how they can be applied in meeting ISO 9001:2000 requirements.
Item: H1173
List Price: $30.00

Creating a Customer-Centered Culture: Leadership in Quality, Innovation, and Speed
Robin L. Lawton
This best-selling book challenges traditional thinking about service and Industrial Age quality management. The author provides a provocative way of achieving leadership in service quality by redefining service as a tangible product. You’ll learn how to uncover who your customers really are, what they want, and how to measure the seemingly immeasurable.
Includes an appendix, a glossary, and more than 75 figures and tables.
Item: H0689
List Price: $45.00
Customer Relationship Management

Terry G. Vavra
It's important to have a resource that synthesizes many bodies of research about how to obtain and interpret customer satisfaction data. Renowned author Terry Vavra provides the rationale, identifies the opportunities, and suggests specific programs to improve the measurement of customer satisfaction in your organization. Serving as a single reference for customer satisfaction measurement technology, this book describes and teaches the five critical skills that should be part of each of your projects.
Item: H0922
List Price: $45.00

Advanced QFD Applications
M. Xie, Kay-Chuan Tan, and Thong Ngee Goh
This book focuses on the collection, interpretation, and analysis of the voice of the customer (VOC) and serves as an excellent reference or textbook for learning how to apply quality function deployment (QFD). Following this unique approach for capturing the VOC will ensure your product/service meets its needs. Included is a discussion of recent advances in QFD methodology, methods for strategically analyzing and selecting benchmarks, and examples through case studies.
Item: H1177
List Price: $40.00

Linking Customer and Employee Satisfaction to the Bottom Line
Derek R. Allen and Morris Wilburn
Most organizations recognize the impact that both customer and employee satisfaction have on overall financial performance. Actually acting on that information is the hard part. That is the focus of this book, which concentrates on the relationship between customer satisfaction and tangible business outcomes like market share, revenue, and profitability. Intended for advanced quality service managers and marketing researchers with more than a modest exposure to statistical data analysis, this book provides a comprehensive overview of how these data can be related to critical business outcomes. Perhaps more importantly, researchers with mature customer satisfaction systems may use the techniques described in this book to maximize the value of their existing programs. While no technique or methodology can guarantee a strong link between customer satisfaction and key business outcomes, this book can ensure that appropriate scales, variables, and assumptions are used.
Item: H1085
List Price: $60.00

Developing New Services: Incorporating the Voice of the Customer Into Strategic Service Development
Caroline Fisher and James T. Schutta
The voice of the customer has long been recognized as an important driver for successful businesses. Likewise, there is a great deal of information on the benefits of quality function deployment and how it can revitalize an organization. But little has been written that connects the two together effectively to create a full understanding and shows a process for effectively integrating the two disciplines. This is the focus of Developing New Services: Incorporating the Voice of the Customer into Strategic Service Development. The book focuses on the service industries, providing expert examples from a variety of businesses such as healthcare, government, banking, education, and hospitality. The authors’ experience as seasoned consultants and instructors is evident in the many real-world examples, exercises, and figures. This book is ideal for managers who are responsible for developing and improving services, and is also an ideal textbook for management students.
Item: H1162
List Price: $45.00

Analysis of Customer Satisfaction Data
Derek R. Allen and Tanniru R. Rao
With the increasing reality of global competition, it’s essential to have a strong understanding of the data surrounding customer satisfaction. Analysis of Customer Satisfaction Data provides an in-depth look at customer satisfaction research, including a comprehensive overview of sophisticated techniques, interpretation, and results presentation. The book includes actual industry examples to illustrate how techniques were applied, how the results were interpreted, and how marketing decisions were affected.
Item: H1022
List Price: $60.00

Quality Problem Solving
Gerald F. Smith
A terrific reference for all industries, this book offers state-of-the-art problem-solving insights and advice for anyone trying to solve complex, real-world problems. This in-depth and extremely comprehensive reference uses numerous case studies and examples to illustrate key concepts so you can easily understand and relate to various kinds of problems and their solutions.
Item: H0983
List Price: $45.00

Visit our Online Bookstore at http://qualitypress.asq.org
Design of Experiments
An Introduction to Design of Experiments: A Simplified Approach

Larry B. Barrentine

Are you aware of how design of experiments can positively affect your work? Have you been avoiding design of experiments (DOE) due to its mathematical structure? Now there is a tool that explains the basics of DOE with little mathematical know-how while maintaining statistical correctness. By minimizing DOE’s mathematics in favor of a logical, structured approach, the author demonstrates that nearly anyone can adapt DOE to their needs.

You’ll find yourself working through the book in a step-by-step manner allowing you to immediately apply what you’ve learned to your own situation. Each procedure is illustrated by an example. Case studies and exercises guide you through the book to help you evaluate your understanding before moving ahead to another section.

A glossary of common DOE terms is also included making this one of the most thorough, basic, introductions to this useful tool.


Item: H1016
List Price: $36.00

Design of Experiments with MINITAB

Paul Mathews

Design of experiments (DOE) is an important tool that allows you to study complex systems and identify variations that could help you recognize problem areas and optimize performance. But DOE is also very complex and difficult to understand. Design of Experiments with MINITAB was written to help simplify DOE by explaining the basic DOE designs and methods that are essential for any engineer or scientist, while avoiding many of the more complicated theories into which other books venture. Author Paul Mathews explains how to use DOE by using the popular MINITAB software, which simplifies the process by quickly and easily performing the complex calculations involved. While many books spend a great deal of time explaining these calculations and how they are made, Mathews allows the software to do the calculating and instead focuses on allowing the reader to better understand the software’s many features and uses. This makes the book more user-friendly than most DOE books, but still presents enough information for even the seasoned statistician to use as a reference.


Item: H1233
List Price: $100.00

Education

Continuous Improvement in the Science Classroom

Jeffrey J. Burgard

By applying the theories of total quality management to education, this book demonstrates how teachers can improve the learning and enthusiasm of their students. The author explains that the classroom must be viewed as part of a system, not as an independent island. Teachers must not only focus on what the students learn while in the classroom, but also manage what they learn before and after they are in the classroom. By using student feedback, both positive and negative, teachers can get information needed to improve the classroom, from week to week, month to month, and year to year. Future students will benefit from suggestions made by previous students, teachers, and parents.


Item: H1000
List Price: $35.00

Continuous Improvement in the Mathematics Classroom

Carolyn Ayres

Students will perform better if they are actively involved in the learning process. This philosophy is at the center of Continuous Improvement in the Mathematics Classroom. The many examples, case histories, and stories enrich the text and provide an invaluable link between the information presented and the classroom. The author has gathered many helpful tips, exercises, and activities designed specifically for math teachers.


Item: H0999
List Price: $35.00

Continuous Improvement in the History and Social Science Classroom

Shelly C. Carson

Divided into two sections, this book first introduces the tools and philosophies used throughout the text; section two offers practical suggestions for using these tools and philosophies. Featuring many examples, stories, and exercises, this book is ideal for any teacher, particularly those in junior high or teaching history or social studies.


Item: H0997
List Price: $35.00

Continuous Improvement in the Primary Classroom: Language Arts

Karen R. Fauss

Through the use of quality tools, students become more involved in the process of bringing about improvements in the classroom, which leads to increased levels of enthusiasm and higher learning. This book focuses its attention on writing and spelling activities and includes the use of specific case histories, illustrations, and student work histories to show ways to use creative spelling instruction and inspire more enjoyable writing experiences.


Item: H0979
List Price: $35.00
Smart Teaching: Using Brain Research and Data to Continuously Improve Learning
Ronald J. Fitzgerald

Smart Teaching: Using Brain Research and Data to Continuously Improve Learning can help any educator grow and expand a system that will make teaching more effective and more fun. By understanding the different ways in which students’ brains learn, and maintaining carefully recorded data of efforts, teachers can effectively teach students in the way most befitting their personal needs, which will result in demonstrated improvement and higher test scores. The very simple system components of this book are derived from many resources—neuroscience, cognitive research projects, and observation of practice and results in K-12 and adult classrooms. This user-friendly guidebook contains many charts and diagrams to effectively convey the information in an easy-to-use format. The result is a tested and successful teaching system presented in a convenient yet powerful guide that will lead educators to bring about improvement.

Item: H1258
List Price: $45.00

Quality Across the Curriculum: Integrating Quality Tools and PDSA with Standards
Jay Marino and Ann Haggerty Raines, editors

Designed for the new K-5 classroom, this is an important text for continuous improvement in elementary education. Teachers using the book can begin using quality tools and methods in their classroom within minutes. Schools and districts dedicated to the quality process can use this one-of-a-kind publication throughout the school year and in every grade to complement math, science, social studies, and language arts curriculums while aligning to state standards.

(Lesson plans contributed by teachers from Rock Island School District, Rock Island, IL, included on CD-ROM.)
Item: K0777A
List Price: $40.00

Thinking Tools for Kids: An Activity Book for Classroom Learning
Barbara A. Cleary and Sally J. Duncan

Thinking Tools for Kids describes everyday challenges grade school kids encounter that can be solved by a variety of quality tools. The many illustrations aid in the students’ understanding of the tools they are using, while the helpful glossary aids the parents and teachers.
Item: H1021
List Price: $35.00

The Principal’s Leadership Counts! Launch a Baldrige-Based Quality School
Margaret A. Byrnes with Jeannie C. Baxter

This book is a leadership guide for principals who want to become involved with integrating the Baldrige National Quality Program Criteria into their school’s pursuit of performance excellence. It is the leadership companion piece to the first book by the authors, There is Another Way! Launch a Baldrige-based Quality Classroom.

This book presents a straightforward way for principals to learn more about Baldrige-based quality, how the school can be linked to the classroom as the necessary cultural shifts take place, and how classroom teachers must be supported in their efforts.
Item: H1273
List Price: $50.00

There Is Another Way! Launch a Baldrige-Based Quality Classroom
Margaret A. Byrnes with Jeannie C. Baxter

Warning: This is a primer designed for doers, a roadmap for action, not contemplation! It is filled with real-world case studies that illustrate the application of the Baldrige criteria for classroom improvement. The authors suggest multiple uses for this primer: as an agenda for staff development training, in the classroom as a step-by-step systemic improvement guide, or as an informational reference for board members, parents, and community partners seeking to broaden their understanding of Baldrige in the classroom.
Item: H1249
List Price: $45.00

Boot Camp for Leaders in K-12 Education: Basic Training
Lee Jenkins and Lloyd O. Roettger

A major reason for failure is that leaders spend far too much time on people problems and far too little time improving the system. Boot Camp for Leaders in K-12 Education is based on W. Edwards Deming’s premise that approximately 95 percent of employees are well-intentioned, and that it is organizational operations that greatly hamper their performance. This book is about what leaders in education can do to improve the system in which they work. It succinctly describes what it takes for those leaders to build a smooth-running organization so all can achieve their potential.

This book’s unique structure includes references, implementation steps, tools, and education-specific examples.
Item: H1276
List Price: $33.00
Successful Applications of Quality Systems in K–12 Schools

ASQ Education Division

Many educational organizations have seen dramatic improvements in overall performance through the use of quality management principles; however, many more are hesitant to use these atypical methods without proof of their effectiveness. This book is a collaboration of a variety of educational experts, each demonstrating the remarkable successes they have seen by implementing quality principles in their schools and school districts. The data and information presented in this book will provide K-12 administrators with results and benefits of establishing quality management systems in their schools, and demonstrate why more schools should adapt these practices.


Item: H1167
List Price: $35.00

School Self-Assessment Guide for Performance Excellence

ASQ Koalaty Kid

This invaluable, newly revised, self-assessment guide for educators is dedicated to continuous improvement through the use of the Baldrige criteria. This simple, easy-to-use guide includes school profile form, self-assessment instrument, self-assessment summary, and evaluation form.

2003. 92 pages. 9 x 12 three-ring binder.

Item: K0770A
List Price: $40.00

Kidgets: And Other Insightful Stories About Quality in Education

Maury Cotter and Daniel Seymour


Item: H0795
List Price: $18.75

Improving Student Learning: Applying Deming’s Quality Principles in Classrooms, Second Edition

Lee Jenkins

Since 1996, Lee Jenkins’ Improving Student Learning has led the way in teaching educators how to improve performance through the use of quality principles. Now Jenkins has updated his best seller, adding more examples and simplifying the content to make it easier for anyone to implement the concepts. The second edition draws from his experience with many more examples for every level, from pre-school through graduate school, covering a wide variety of subjects. Teachers will find many examples of how other teachers have successfully used these concepts in their classrooms, and administrators will see how school-wide and district-wide implementations are being conducted.

Includes CD-ROM with templates.


Item: H11352
List Price: $55.00

Living on the Edge of Chaos: Leading Schools into the Global Age

Karolyn J. Snyder, Michele Acker-Hocevar, Kristen M. Snyder


Item: H1035
List Price: $40.00

Futuring Tools for Strategic Quality Planning in Education

William F. Alexander and Richard W. Serfass


Item: H1008
List Price: $30.00

Permission to Forget: And Nine Other Root Causes of America’s Frustration with Education

Lee Jenkins

All organizations experience problems. When a successful organization experiences a problem, it will use root-cause analysis to determine why the problem happened, and identify the steps needed to correct and ultimately prevent it from happening again. But within the American education system, the prevailing attitude is to say “that’s just how the system works,” or to place general blame on the bureaucrats in Washington and the state capitol. Many people see that the system is wrong, but few people are asking the right questions to figure out why. In Permission to Forget, Jenkins identifies 10 critical root-cause problems that are affecting the American education system and offers concise solutions to help change these problems. This book is the companion for Jenkins’ best-selling guide, Improving Student Learning, which provides in-depth answers to these 10 problems.


Item: H1125
List Price: $38.00

Tools and Techniques to Inspire Classroom Learning

Barbara A. Cleary and Sally J. Duncan

Using actual classroom examples, this book demonstrates the many ways educators can utilize a variety of quality tools and techniques to advance learning in their K-12 classrooms. Each chapter introduces a new tool and includes examples of how students and teachers have used these tools to inspire their learning while improving processes. Written by two teachers, the classroom examples show how specific problem-solving, planning, or improvement tools can help students learn.


Item: H0952
List Price: $32.00
The Certified Quality Engineer Handbook, Second Edition

Donald W. Benbow, Roger W. Berger, Ahmad K. Elshennawy, and H. Fred Walker

This comprehensive, all-in-one resource focuses on the updated Body of Knowledge for the ASQ Certified Quality Engineer. Every quality engineering concept and technique is covered, including management and leadership, quality systems development and implementation, and reliability and risk management. A supplemental CD-ROM includes a simulated exam and a sample exam, with answers included for both.

Available October 2006.


Item: H1291
List Price: $105

Computer-Based Robust Engineering: Essentials for Design for Six Sigma

Genichi Taguchi, Rajesh Jugulum, and Shin Taguchi

This book blazes a new trail in that it fully describes the use of robust engineering methods in computer applications, particularly in Design for Six Sigma activities in all areas that include software and information technology.

The book is divided into three sections, each containing theory and case studies. The first section covers simulation-based robust engineering. Computer simulations are rapidly replacing hardware experiments, and they must be optimized for robustness by applying the appropriate signals, output response, and noise strategy. The second section focuses on software testing and software algorithm optimization. The third section provides a discussion on design of information systems using Mahalanobis-Taguchi strategy (MTS), a data analytic method that greatly improves a decision-maker’s ability to make judicious decisions.


Item: H1201
List Price: $55.00

Statistical Engineering: An Algorithm for Reducing Variation in Manufacturing Processes

Stefan H. Steiner and R. Jock MacKay

Reducing variation can simultaneously reduce overall cost, improve function, and increase customer satisfaction with a product. This book is an effective, low-cost strategy for finding a dominant cause of variation based on the method of elimination, a proven search method based on available observational data. The authors discuss in detail a framework for planning and analyzing empirical investigations, known by its acronym QPDAC (Question, Plan, Data, Analysis, Conclusion). They classify all effective ways to reduce variation into seven approaches.

The variation reduction algorithm presented is not meant to replace global improvement systems such as Six Sigma. It is narrowly focused on process improvement of high-volume manufacturing processes. A unique aspect of the resulting algorithm forces early consideration of the feasibility of implementing each of the approaches.


Item: H1212
List Price: $134.00

Nan: A Six Sigma Mystery

Robert Barry

This engaging and easy-to-read book explains how Six Sigma can be used to improve performance and eliminate costly errors. It is cleverly written as a mystery novel set in a hospital, where the main character, Nan, uses her Six Sigma skills to sleuth and find the cause of a series of recent deaths. Readers will see the value and power of using Six Sigma, while being entertained and intrigued by the well-written mystery. This book is particularly beneficial to healthcare workers who will appreciate firsthand the obstacles Nan is struggling to overcome, but is also valuable to anyone who needs to eliminate wasteful errors in the workplace. An ideal book for those just learning Six Sigma or for corporate training, Nan is also a great read for executives looking for more examples of how to implement Six Sigma in their own organizations.


Item: H1209
List Price: $30.00

Nan’s Arsonist: A Six Sigma Mystery

Robert Barry

In this second book in the series, the main character, Nan, finds herself investigating a deadly fire. As she uses her Six Sigma skills to try to crack the case, the reader learns the many ways to apply Six Sigma methodology to help solve problems. Like the first book in the series, Nan (item H1209), this book takes place in a hospital setting, making it especially relevant to the healthcare industry. A truly easy-to-read and entertaining book, Nan’s Arsonist is both fun and informative, and is a great way to introduce or give a better understanding of Six Sigma to anyone.


Item: H1210
List Price: $30.00

Visit our Online Bookstore at http://qualitypress.asq.org
Healthcare

A Guide to Becoming a Lean Hospital
Thomas G. Zidel
The need for change in healthcare has never been more apparent. It is the country’s largest industry and poised for even greater growth as baby boomers age, but external influences are making it more and more difficult for hospitals to prosper. This manual for implementing lean tools and principles in a healthcare environment can help. Lean is a growth strategy, a survival strategy, and an improvement strategy. The goal of lean is, first and foremost, to provide value to the patient/customer, and in so doing eliminate the delays, overcrowding, and frustration associated with the existing care delivery system. Lean creates a better working environment where what is supposed to happen does happen—on time, every time. It allows clinicians to spend more of their time caring for patients and improves the quality of care these patients receive. A lean organization values its employees and encourages their involvement in organizational initiatives, which, in turn, sustains hospital-wide quality improvements.

Available October 2006.
Item: H1295
List Price: $65.00

Raymond G. Carey and Robert C. Lloyd
This groundbreaking book addresses the critical, growing need among healthcare administrators and practitioners to measure the effectiveness of quality improvement efforts. Written by respected healthcare quality professionals, Measuring Quality Improvement in Healthcare covers practical applications of the tools and techniques of statistical process control (including control charts), in healthcare settings. The authors’ straightforward discussions of data collection, variation, and process improvement set the context for incorporating “the voice of the customer” as a key element driving the improvement process and its outcomes.
Item: H1091
List Price: $42.00

Accountability Through Measurement: A Global Healthcare Imperative
Vahé A. Kazandjian
This book looks at the need for healthcare organizations to become more accountable for their performance. At the heart of this is the need for a greater degree of disclosure, which in turn requires rigorous methods of measurement. This book places the requirement of disclosure at the center of the accountability mandate and presents concrete ways in which performance can be measured, analyzed, communicated, and used toward performance improvement.
Item: H1133
List Price: $45.00

Stop Rising Healthcare Costs Using Toyota Lean Production Methods: 38 Steps for Improvement
Robert Chalice
What differentiates this book from other healthcare improvement books is that it is the only one currently available that presents a simple recipe of 38 lean steps for healthcare providers to reduce cost and improve quality. By taking these straightforward steps, healthcare providers can adopt the same lean methods that have enabled companies like Toyota to become successful. The reader will learn to: understand and implement a 38-step recipe to reduce healthcare costs and improve quality at healthcare providers by using Toyota Lean Production methods; understand cost and quality issues facing healthcare in the United States; and implement a permanent organizational structure to continuously improve quality and cost within a healthcare organization.
Item: H1255
List Price: $32.00

Lean-Six Sigma for Healthcare: A Senior Leader Guide to Improving Cost and Throughput
Chip Caldwell, James Brexler, and Tom Gillem
This book explains the powerful techniques of Lean-Six Sigma specifically for healthcare organizations, focusing on the executive level. The authors target this material directly to those ultimately responsible for their institution’s success or failure, the highest level of executive leaders. The authors provide the insights these system-level thinkers really need in order to transform their organizations. Each chapter concludes with checklists and tools, hyperlinks to Internet-based resources, references for further reading, and suggested questions for short sessions to hardwire the lessons learned. Lean-Six Sigma for Healthcare will take leaders down a different path in the exploration and implementation of methods that drive quantum improvement, and this book will serve as the guide.
Item: H1250
List Price: $65.00

ISO 9001:2000—A New Paradigm for Healthcare
Bryce E. Carson, Sr.
This hands-on book details the information needed for the certification survey. Other topics covered are the eight keys to implementing a sustainable quality management system and a detailed analysis of how the ISO 9001:2000 standard can be applied to a healthcare organization. A self-assessment template is included to assist organizations in evaluating their degree of readiness for meeting the requirements. ISO 9001:2000 implementation guidelines are located throughout the book to assist the organization in meeting the requirements.
Item: H1195
List Price: $48.00
Improving Healthcare with Control Charts: Basic and Advanced SPC Methods and Case Studies
Raymond G. Carey
Raymond Carey, in his latest book, Improving Healthcare with Control Charts, helps to explain the need for and use of SPC in healthcare. Carey expands on his previous best-selling book by providing more in-depth information on problems commonly experienced in constructing and analyzing control charts. He also presents many new case studies, applying advanced methods and theory to real-life healthcare situations.
Item: H1165
List Price: $52.00

How to Use Control Charts for Healthcare
D. Lynn Kelley
Author Lynn Kelley presents an array of quality tools for the healthcare professional, emphasizing the use of control charts. The book provides a link between these tools and the accreditation standards relating to performance improvement as set by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). Kelley provides a complete how-to reference guide for control charts, with easy-to-understand instructions, examples, and extensive graphics.
Item: H1019
List Price: $46.00

A Practical Field Guide for AS9100:2004
Erik V. Myhrberg and Dawn H. Crabtree
What separates this field guide from other books on AS9100:2004 are its flowcharts showing the steps to be taken in implementing a QMS to meet a sub-clause’s requirements. The authors provide clear direction on how to ingrain process control into a business utilizing the AS9100 system. The goal is for processes to turn out conforming aerospace parts on time every time and at a competitive cost.
Item: H1278
List Price: $60.00

Robert Barry and Amy C. Smith
This book synthesizes the key elements of Six Sigma and translates them to implementation in the hospital setting, providing the long-awaited “cross-walk” of typical hospital procedures to Six Sigma concepts. Authors Barry and Smith explore how Six Sigma reinforces current developments in healthcare management including evidence-based medicine, service line management, and magnet nursing, and helps managers apply techniques to identify and reduce controllable variability.
The authors offer a frank appraisal of what it will take for executives in healthcare to bring their facility to Six Sigma level. They include a plethora of useful suggestions, tips, and techniques on how to relate Six Sigma to a typical hospital, and clearly explain the important role of senior executives in integrating the commitment to Six Sigma into daily operations. This book is written in easy-to-understand, plain language, where new terms are simply explained. The concise newspaper-headline format is targeted primarily at time-pressed executives, making it a superb reference for those who coordinate hospital-wide functions to comply with the requirements of the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) as well.
Item: H1243
List Price: $45.00

Cracking the Case of ISO 9001:2000 for Manufacturing
Charles A. Cianfrani and John E. (Jack) West
In this handy pocket guide you will find the important questions to ask during the compliance process, as well as the tools and resources that can make ISO 9001 seem less like a mystery. This pocket guide was written to help individuals at the operational level who either have to comply with ISO requirements or who are developing processes that need to be implemented and followed.
Item: H1027
List Price: $22.00

Cracking the Case of ISO 9001:2000 for Service
Charles A. Cianfrani and John E. (Jack) West
Cracking the Case of ISO 9001:2000 for Service was written to help individual practitioners at the operational level who either have to comply with ISO requirements or who are developing processes that need to be implemented and followed in a service organization.
Item: H1157
List Price: $22.00
Charles A. Cianfrani, Joseph J. Tsiakals, and John E. (Jack) West
This handbook is a collaborative effort written by more than 30 experts in the field. It features more than 60 chapters, all written to reflect the ISO 9000:2000 revisions. To help you achieve in-depth comprehension of the standards, all of the ANSI/ISO/ASQ Q9000-2000 Standards are on the CD-ROM that comes with the book. This book also includes the TC176-authored introduction and support package and the I1462-1 standard, “Guidelines for Implementation of Statistical Process Control.” In addition, an in-depth glossary provides thorough explanations of the terms, concepts, and management principles that are crucial to a complete understanding of an ISO 9000 quality management system.

CD-ROM requires Adobe Acrobat and an Internet browser for operation.

Item: H1029
List Price: $150.00

ISO 9001:2000 for Small and Medium-Sized Businesses
Herbert C. Monnich, Jr.
Author Herbert C. Monnich, Jr., takes readers into a seldom discussed but important area of the ISO 9000 standards—applying them to small and medium-sized businesses. Geared toward those with little or no ISO 9000 experience, the book teaches you how the newly revised standards can be effectively implemented and maintained in your organization without spending large sums of money or increasing staff. The author reviews and explains the ISO 9000 series of standards and shows how quality tools and techniques can be used to implement the requirements. As Monnich guides readers through each clause, he includes techniques to simplify compliance for small and medium-sized organizations.

6 x 9 softcover.
Item: H1079
List Price: $45.00

Kevin R. Grimes
While many books on ISO 9001:2000 explain what each clause of the new standard means, this book focuses on the quality manual itself. This specialized guide shows you what content is required in a quality manual and helps you determine how to include it in a manner that is helpful and appropriate for your organization. Written in plain, easy-to-understand language aimed at professionals who are at the beginning or intermediate stage of the ISO 9001:2000 journey, the book gives you the skills to write an ISO 9001-compliant manual and keep it consistently updated by providing a framework for addressing instances of nonconformance and ensuring that they are dealt with correctly.

Item: H1160
List Price: $55.00

Dennis R. Arter and J.P. Russell
Item: H1102
List Price: $22.00

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Dennis R. Arter and J.P. Russell
Item: H1104
List Price: $22.00

Tim O’Hanlon
Tim O’Hanlon goes in depth into auditing to the ISO 9001:2000 standard with the new Quality Audits for ISO 9001:2000: Making Compliance Value-Added. This guide can help organizations that are planning for an audit and serve as a complete guide to help auditors make the audit more than something an organization does for compliance, but instead a part of the process that creates value for the organization. Internal, second-, and third-party auditors can use the numerous frequently asked questions to prepare for the audit. Service and manufacturing companies can benefit from this book as its focus is on the audit process rather than the type of business being audited, and case studies include both service and manufacturing examples.

Item: H1139
List Price: $54.00


Charles A. Cianfrani, Joseph J. Tsiakals, and John E. (Jack) West
The ISO 9000:2000 family of quality management system standards has been updated to reflect a more modern understanding of quality. This book was written by those who helped develop the new standard and includes the exact text of the ISO 9001:2000 standard. It’s the perfect office companion that will help clarify the changes in presentation, terminology, format, and requirements for quality professionals in any industry. Help prepare for your organization’s certification to the standard with this invaluable guide.

Item: H1104
List Price: $80.00

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Correct! Prevent! Improve! Driving Improvement through Problem Solving and Corrective and Preventive Action
Jeanne Ketola and Kathy Roberts
This book is a concise step-by-step guide that takes the reader through a basic problem-solving process describing how the concepts of corrective and preventive action are incorporated into this process. It’s a useful orientation to ISO 9001:2000 and helps organizations understand the standard and the philosophy of continual improvement by describing how to use data found within the organization to drive improvement. Practice problems and case studies help readers apply their knowledge inside their own organization. Useful forms and flowcharts provide a basic toolkit for improvement.
Item: H1166
List Price: $30.00

ISO 9001:2000 Checklist
Jeanne Ketola and Kathy Roberts
This package of audit forms is a user-friendly toolkit for conducting internal ISO 9001:2000 audits. Audit program managers, administrators, or anyone charged with scheduling, tracking, and following internal audits should use this kit as an aid in simplifying the program. Thoroughly revised to the ISO 9001:2000 standard, The ISO 9001:2000 Audit Kit is designed for one complete audit and contains audit packets and full instructions that pave the way to a streamlined ISO 9001:2000 internal audit.
Item: H1096
List Price: $48.00

The Practical Guide to People-Friendly Documentation
Adrienne Escoe
This innovative guide brings together practical solutions to the documentation challenges faced by today’s organizations. This second edition is an organized toolbox of powerful methodology and metrics that shows companies how to steer clear of cumbersome and obsolete documentation and gives numerous examples of the tremendous opportunities—and pitfalls—presented by technology such as the Internet and Web-based documentation management software.
Item: H1100
List Price: $50.00

The ISO 9001:2000 Auditor’s Companion
Kent A. Keeney
The ISO 9001:2000 Auditor’s Companion is designed to help you perform more effective audits and save valuable time when updating to the new ISO 9000:2000 standards. This unique book serves as an invaluable tool by comparing the ISO 9001:2000 standard with the 1994 version, using strikeout text and shading to represent the additions and changes. Guidance notes, commentary, and checklist items have been carefully prepared to further assist you in preparing for the review. Easily adapted for use with ANSI/ISO/ASQ Q9004:2000, this book can be used in conjunction with The ISO 9001:2000 Audit Kit (Item H1096) as a way to further streamline the audit process.
Item: H1095
List Price: $48.00

Buy the complete set and SAVE! The ISO 9001:2000 Auditor’s Companion and The Audit Kit
Item: H1096B
List Price: $100.00

Continual Improvement Assessment Guide: Promoting and Sustaining Business Results
J.P. Russell
This is the first pocket guide of its kind to bring together auditing techniques and guidelines as a structured systematic program for monitoring and promoting continual improvement. (Use this guide to develop an assessment tool for your programs that will ensure there is quantifiable and sustainable improvement and identifiable opportunities.) A glossary of terms and appendices, including tools such as Continual Improvement Map for ISO 9001, Continual Improvement Perception Survey, and ISO 9004 Assessment Criteria Checklist, are helpful in applying the principles outlined is this useful pocket guide.
Item: H1218
List Price: $22.00

ISO 9004 Assessment Criteria Checklist for Performance Improvement
J.P. Russell
System Requirements: Adobe Acrobat 5.0 or higher
Item: H1220
List Price: $30.00

ISO 9001:2000 Quick Reference
Jeanne Ketola and Kathy Roberts
Item: H1107
List Price: $8.00
Packet of 10 Copies
Item: H1117
List Price: $75.00

Interpreting ISO 9001:2000 with Statistical Methodology
James L. Lamprecht
This best-selling author’s book is written for those who need to understand the ISO 9001:2000 standard and emphasize statistical methodology. It contains 15 detailed statistical examples related to the ISO 9001:2000 standard, yet is balanced with more than a dozen nonstatistical examples including tables, sample forms, and questionnaires.
Item: H1118
List Price: $35.00

The ISO 9001:2000 Audit Kit
Kent A. Keeney
This package of audit forms is a user-friendly toolkit for conducting internal ISO 9001:2000 audits. Audit program managers, administrators, or anyone charged with scheduling, tracking, and following internal audits should use this kit as an aid in simplifying the program. Thoroughly revised to the ISO 9001:2000 standard, The ISO 9001:2000 Audit Kit is designed for one complete audit and contains audit packets and full instructions that pave the way to a streamlined ISO 9001:2000 internal audit.
Item: H1096
List Price: $48.00

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Integrating ISO 14001 into a Quality Management System, Second Edition
Marilyn R. Block and I. Robert Marash
Many companies that have a successful ISO 9001 or QS-9000 quality management system have found it highly profitable to expand that system to accommodate the EMS ISO 14001 requirements. Now the best tool to help you do just that has been updated to reflect the new ISO 9001:2000 requirements. Integrating ISO 14001 into a Quality Management System takes quality management and environmental management and explains how your organization can integrate its requirements into one cohesive system.
This book’s step-by-step sequence makes it easy for you to integrate environmental requirements into your current quality system.
Item: H1129
List Price: $35.00

Implementing ISO 14001
Marilyn R. Block
Implementing ISO 14001 provides practical guidance for environmental managers who must determine whether ISO 14001 is right for their organization and how to initiate a process that capitalizes on existing strengths and successes.
Item: H0916
List Price: $50.00

Clean, Green and Read All Over: Ten Rules for Effective Corporate Environmental and Sustainability Reporting
J. Emil Morhardt
Item: H1145
List Price: $30.00

Effective Environmental Management
Marilyn R. Block
Revision of ISO 14001, Environmental management systems—Specification with guidance for use has generated questions among those responsible for implementing new environmental management systems and those in charge of maintaining mature ones. Some view ISO 14001:2004 as a clarification of previously ambiguous language; others believe it has imposed additional requirements. Effective Environmental Management provides a clear explanation of each requirement imposed by ISO 14001:2004 and describes how it compares to the comparable requirement in the original standard. It also presents the documentation developed by organizations from three discrete sectors—-heavy industry; service; and government.
Item: H1272
List Price: $95.00

Identifying Environmental Aspects and Impacts
Marilyn R. Block
Item: H1009
List Price: $35.00

Journals
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ASQ’s flagship publication includes insightful articles describing the application of innovative methods in areas such as knowledge management, process improvement, and organizational behavior.
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The Journal for Quality and Participation
The Journal for Quality and Participation offers comprehensive articles about employee involvement, teamwork, leadership, and change management.
Published: Quarterly

Journal of Quality Technology
The Journal of Quality Technology covers the technical aspects of quality control, reliability, and related disciplines.
Published: Quarterly

Quality Management Journal
The Quality Management Journal is a source for practical applications of quality research in the broad field of management.
Published: Quarterly

Six Sigma Forum Magazine
This is the first magazine addressing the various developmental needs of Six Sigma professionals.
Published: Quarterly

Software Quality Professional
Software Quality Professional addresses the application of quality principles to the development and use of software and software-based systems.
Published: Quarterly

ISO 14000
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Avoiding the Corporate Death Spiral: Recognizing and Eliminating the Signs of Decline
Gregg Stocker

Nowhere is it written that a company, regardless of how large it is or how successful it might seem to be, will survive. While many companies fall apart seemingly overnight, the reality is that the decline is a process that usually takes several years and results from a number of actions, decisions, and behaviors that contribute to the demise.

This book presents the warning signs of an organization in decline and provides a method for improving the organization. Leaders can use the warning signs to assess the health of their organizations, and use the methods to cure the systemic problems that interfere with long-term success.


Item: H1279
List Price: $40.00

The Synergy of One: Creating High-Performing Sustainable Organizations through Integrated Performance Leadership
Michael J. Dreikorn

In The Synergy of One: Creating High-Performing Sustainable Organizations through Integrated Performance Leadership, Michael Dreikorn argues that the majority of errors and system failures are the result of ineffective leadership. And most of the shortcomings of leadership stem from the lack of a unified and structured system throughout its organization. The Synergy of One explains how to create an integrated system that incorporates resources, accountability, culture, understanding, and leadership into one synergistic formula that will help drive consistent success. This synergistic system will help lead to consistency throughout the organization—leader to leader and department to department—which will lead to better communication, more consistency, and, ultimately, more success. Dreikorn cites examples from other successful organizations, and provides numerous charts and graphs to help emphasize the points being made.


Item: H1211
List Price: $35.00

Quality into the 21st Century
Tito Conti, Yoshio Kondo and Gregory H. Watson, Editors

Quality into the 21st Century: Perspectives on Quality and Competitiveness for Sustained Performance focuses on the call for a more expansive use of quality practices throughout business in the twenty-first century than in their original application in manufacturing. It also calls for a definitive emphasis on the use of quality principles throughout healthcare, education, technology, medicine and government. The editors compiled a collection of papers that focus on the emerging themes in quality including social values, privacy, security, and software quality.


Item: H1189
List Price: $50.00

The Path to Profitable Measures: 10 Steps to Feedback That Fuels Performance
Mark W. Morgan

The Path to Profitable Measures teaches 10 simple steps to creating your scorecard that will help you turn your information flood into meaningful feedback for you and your work team. Author Mark Morgan explains how to design and tailor your unique set of indicators—your scorecard—to match your goals and responsibilities. Morgan does it without fancy jargon, using bite-size examples, just enough for even those without previous quality management experience to follow easily and attain success. Unlike other books on this topic, this one is committed to serving as a roadmap for practitioners.


Item: H1240
List Price: $28.00

The Six Sigma Path to Leadership: Observations from the Trenches
David H. Treichler

Many organizations have seen dramatic improvements by implementing a Six Sigma system, including better efficiency, reduced errors, and increased profits. But for the individuals charged with implementing this system, it can be a long and arduous journey. The Six Sigma Path to Leadership: Observations from the Trenches was written to serve as a support guide for these individuals who may get lost or frustrated on their journey toward Six Sigma improvement. Author David Treichler has assembled a collection of stories showing how others handled these same situations, including the good and the bad, with many how-to (and how-not-to) examples. The book is written for anyone, from senior management to the curious novice, with the intent to encourage and assist everyone, wherever they are on their own Six Sigma journey.


Item: H1214
List Price: $60.00

Decision Process Quality Management
William D. Mawby

There is a forgotten process in modern quality management that is preventing many companies from reaching their full potential for improvement—and that is the decision-making process. Some decisions have clear consequences or dramatic impacts on an organization’s bottom line, but there are untold numbers of other decisions that are made every working day by every employee that are absolutely critical to company performance. This book takes the novel approach that decisions can be treated as products—and one improves decisions by improving the processes that produce them. This guidebook shows you how to adapt the proven tools of total quality management (TQM) to decision processes. It shows the specific adaptations necessary to apply capability, measurement systems analysis, Six Sigma, and lean manufacturing to decision-making processes.


Item: H1229
List Price: $30.00
Finding the Leader in You: A Practical Guide to Expanding Your Leadership Skills

Anton G. Camarota

Finding the Leader in You: A Practical Guide to Expanding Your Leadership Skills is about what it takes to be an effective leader in today’s rapidly changing world of business. Whether you are a team leader, supervisor, manager, director, or executive, this book gives you a comprehensive program that shows you how to further develop your leadership skills and knowledge. The first part of the book consists of a story, featuring a manager who is struggling with the responsibilities of leading a company initiative. The second part explains the concepts and ideas structuring the manager’s leadership experience. Finally, the third part enables you to apply these concepts through a series of exercises that expand your leadership skills. Setting this book apart from other leadership books is the specific guidance provided in the self-application exercises. Together with a complete description of the self-knowledge required to be a great leader, it is a complete program designed for you, the reader, to use to gain the awareness, comprehension, and skills needed to succeed.


Item: H1231
List Price: $35.00

Leadership for Results: Removing Barriers to Success for People, Projects, Processes

Tom Barker

It is widely recognized that leadership is a critical factor in enabling any organization to adapt to its environment through implementing strategy, thereby surviving and thriving. This book takes research from a diverse range of fields on human behavior and distills it down into three themes in which leadership behavior is vital. Author Tom Barker labels these three themes: Intentions, Influence, and Information, and their typical actions are described and illustrated by examples. Readers are taught how to achieve common plans, collective decisions, and credible results.

Leadership for Results is aimed not only at executives but all managers responsible for implementing strategy, including their advisors in areas like human resources, information technology, and finance.


Item: H1261
List Price: $40.00

The Trust Imperative: Performance Improvement Through Productive Relationships

Stephen Hacker and Marsha Willard

Today’s business environment is highly demanding and increasingly competitive, requiring organizations to be flexible, responsive, and continually innovative. Leaders need to trust that their workers will carry out their directives, and employees need a high level of trust in the vision and direction that leaders create for the organization. This book explains how to develop trust throughout an organization, while improving performance and increasing productivity by offering simple conceptual models, assessments, and trust tools that will help individuals diagnose, measure, and improve the level of trust within the organization.


Item: H1130
List Price: $35.00
Lean Kaizen: A Simplified Approach to Process Improvement
George Alukal and Anthony Manos
Originally applied in manufacturing settings, lean has now migrated to non-shop floor activities: in business support functions, such as sales, customer service, accounting, human resources, engineering, purchasing; within manufacturing firms; and also in purely service areas like finance, government, and healthcare. The intended audience for this book is any quality or operational professional who wants to start their lean journey or enhance their career opportunities. After introducing the concepts of lean and kaizen, various building blocks of a lean enterprise are described.
Item: H1284
List Price: $55.00

Office Kaizen: Transforming Office Operations Into a Strategic Competitive Advantage
William Lareau
Many business functions have been significantly improved through the use of a variety of quality techniques, but for the most part, office and administrative functions have not kept pace. Most companies find it difficult to reduce costs in the office without noticeable sacrifices in performance. Some companies have seen improvements in their office environments through the use of Office Kaizen™, which emphasizes making continuous improvements and eliminating “surface waste.” Office Kaizen by William Lareau will show you how to dramatically improve office, administrative, and support functions in a consistent, reliable manner that adds value without creating more problems. Office Kaizen will help create office and administrative processes and work groups that generate a competitive advantage, while reducing costs and increasing performance.
Item: H1168
List Price: $55.00

Lean Enterprise: A Synergistic Approach to Minimizing Waste
William A. Levinson and Raymond A. Rerick
Lean Enterprise: A Synergistic Approach to Minimizing Waste shows how modern companies can use lean techniques to achieve the kind of success that Ford, Toyota, and Dell have enjoyed. This book presents lean enterprise as a set of mutually supporting techniques and programs, all of which focus on the elimination of “friction,” or nonvalue-adding activities, from the enterprise. The concept of friction (Japan’s muda, or waste) is simple, but everyone in the organization must realize that it is easy to overlook. The ability to identify friction is vital to creating a lean enterprise, and through the examples of Henry Ford, this book equips readers with the skills to achieve optimal results.
Item: H1136
List Price: $45.00

5S for Service Organizations and Offices: A Lean Look at Improvements
Debashis Sarkar
5S is a simple and immensely practical approach to quality improvement, which, when implemented effectively, can transform the fabric of a company. Author Debashis Sarkar has pioneered a blueprint for 5S implementation that can take service organizations to greater heights. The principles can also be applied to offices, education institutes, and hospitals, as well as manufacturing companies that wish to realize the full potential of 5S.
Item: H1271
List Price: $45.00

Lean Strategies for Product Development
Clifford Fiore
Most companies are under a great deal of pressure to reduce expenses and increase profits. And as the competition continues to increase, these companies are all racing to develop new products and bring them to market as quickly and cheaply as possible. Many of these companies have turned to lean strategies in the manufacturing area to help them improve the process by eliminating waste and helping them gain a competitive advantage. Yet few, if any, have taken these same strategies beyond the manufacturing environment and into the product development area. This is the focus of Lean Strategies for Product Development, which explains how to use these same lean strategies and principles in nonmanufacturing areas that will lead to reduced cycle times and increased profits.
Item: H1205
List Price: $30.00

Value-Driven Channel Strategy: A Lean Approach
R. Eric Reidenbach and Reginald Goeke
Managers from a number of distinct organizational areas such as marketing, quality, logistics, Six Sigma, total quality management, and customer relationship management, as well as market research and business intelligence, will find this book useful and interesting, and it will challenge them to think about the way they view their business. The book is pertinent not only to manufacturing, but also service organizations that move products/services through channels of distribution. The principles outlined in this book apply equally to commercial banks, healthcare, and insurance as they do to the automotive or pharmaceutical industries.
Item: H1253
List Price: $55.00

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Management  Change Management

The Change Agent’s Guide to Radical Improvement
Ken Miller

What separates excellent organizations from the truly ordinary? What allows some organizations to rapidly change and continually reinvent themselves while others have trouble making even modest changes? The fundamental ingredient in these successful organizations is the change agent. Change agents are individuals who have the knowledge, skills, and tools to help organizations create radical change. They challenge others to get “outside the box” and utilize innovative tools to harness that creativity to make improvements that matter to the bottom line.

The Change Agent’s Guide to Radical Improvement is a complete how-to guide book providing all the necessary information to incorporate change into any organization, providing an array of tools, techniques, and theories to help a change agent successfully transform any organization.

Item: H1140
List Price: $60.00

David W. Hutton

If you are striving to create change, you need The Change Agents’ Handbook! This guide leads you through the entire process of assessing each situation, getting established in your new role, preparing to launch the process, creating a detailed plan for the transformation, managing the ensuing changes, and learning from the experience. It deals with the practical issues and personal needs that surround the change agent’s assignment, including the emotional pressures and the types of opposition that can be expected. Tackle and solve problems and make a great contribution to the success of your organization by learning ways to deal with the opposition to change.

Item: H0842
List Price: $50.00

The Executive Guide to Improvement and Change
G. Dennis Beecroft, Grace L. Duffy, and John W. Moran

There are many techniques and tools available to improve or change an organization, but how do executives and senior management decide which is right for their organizations? The Executive Guide to Improvement and Change is designed to help managers and executives understand the many different approaches to organizational change and improvement. Covering a variety of techniques ranging from auditing to teamwork, Six Sigma to customer satisfaction, the book will assist executives and managers to lead improvement and change initiatives within their organization and the larger business community, as well as educate those who aspire to senior positions of leadership.

Item: H1179
List Price: $50.00

Management  Ethics

Managing with Conscience for Competitive Advantage
Pete Geissler

Enron. Tyco. Westinghouse. The root cause of these widely reported business failures appears to have been managing too zealously for stockholder value (or profitable growth) at the expense of the scores of employees and smaller investors. This book is not another screed about the greed, self-centeredness, and self-aggrandizement of managers, who, to their everlasting discredit, perpetrated and profited from the failures of their companies. Instead it has been written to suggest a management direction that could prevent more of the same failings and restore a sense of social consciousness to management that seems so lacking. The book examines the very significant differences between managing with conscience, the capstone of which is managing for stockholder value and customer satisfaction, the book will assist executives and managers to lead improvement and change initiatives within their organization and the larger business community, as well as educate those who aspire to senior positions of leadership.

Item: H1227
List Price: $30.00

Bringing Business Ethics to Life: Achieving Corporate Social Responsibility
Bjørn Andersen

Maintaining solid corporate ethics goes beyond just being a “feel good” story or a good public relations angle. Organizations that demonstrate strong ethical commitments can gain a real competitive advantage over others by keeping employees happy and productive and by keeping customers satisfied and loyal, while avoiding some of the unexpected pitfalls that may beset a less ethical organization. These factors all lead to a more stable and consistent organization, and will improve the bottom line and drive higher profits.

The erosion of business ethics affects everyone, from laid-off employees and stockholders losing investments, to customers paying a higher price or receiving lesser quality. In Bringing Business Ethics to Life: Achieving Corporate Social Responsibility, best-selling author Bjørn Andersen has written an easy-to-read yet powerful book demonstrating the need for solid ethics in every organization. Andersen first explains the importance of creating a strong ethical culture within every organization, demonstrating the positive effects it will have throughout the business. He then shows how business leaders can make this happen by introducing a holistic, value-driven, and ethically based model of leadership and management that can bring about dramatic changes for any organization.

Item: H1203
List Price: $40.00

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Performance Measurement Explained: Designing and Implementing Your State-of-the-Art System
Björn Andersen and Tom Fagerhaug
Performance measurement is firmly entrenched in many aspects of our society: the grades we receive in school, the approval ratings of our politicians, and the statistics of our favorite athletes. This book is a complete and easy-to-use guide to establishing a performance measurement system in any organization. The authors provide a step-by-step performance measurement system design process, including information on what to measure, how to measure it, and how to evaluate the results.
Item: H1113
List Price: $42.00

Integrating Reengineering with Total Quality
Joseph N. Kelada
This groundbreaking book unites total quality and reengineering into one integrated management approach to help an organization survive and compete in the 21st century. The author integrates trends into a unique, global approach that introduces the new idea of the total quality triad and QUALITY (quality, volume, administration, location, interrelationships/image, timely, and yield) and ACE concepts. This approach aims for the mutual satisfaction of the shareholders, customers, and people associated with your organization.
Item: H0896
List Price: $80.00

Work Overload! Redesigning Jobs to Minimize Stress and Burnout
Frank M. Gryna
The challenges of a globalized market, increasing customer demands, and changing technologies make business more complicated and leave workers feeling overwhelmed. Renowned best-selling author Frank M. Gryna reasons that much of work overload is due to the waste and the inherent ineffectiveness found in most every position. To eliminate and ultimately prevent overload, we must find the areas of waste, eliminate them, and then use the resources that have been freed up to prevent overload from happening again.
Item: H1219
List Price: $42.00

Making Change Work: Practical Tools for Overcoming Human Resistance to Change
Brien Palmer
Making Change Work addresses buy-in, acceptance, motivation, anticipation, fear, uncertainty, and all the other messy human considerations that cause change to fail in the real world. The concepts included throughout the book will help you in two ways. First, it provides tools to measure your organization’s readiness to change. Second, the book provides many tools to apply sequentially and logically in order to gain acceptance of the change throughout the organization.
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H. William Dettmer
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Kenneth E. Imler
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Management

Simplified Project Management for the Quality Professional: Planning and Managing Small and Medium-sized Projects
Russell T. Westcott
Successfully managing a project can be a make-or-break point in one’s career and is often the impetus for future job promotions. But managing projects is a complex juggling act that requires skills that are not necessarily inherent in all people. *Simplified Project Management for the Quality Professional* was written to help guide new project managers in their efforts. The book is intended to provide guidance for small- to medium-sized projects, making the assumption that large projects are most likely to be led by seasoned project managers. Instead, this book focuses on explaining the skills and tools needed by those just beginning to lead projects and teams. Beginning by developing basic guidelines for each project, the book then takes you through the basics of planning, implementing, managing, and closing a project. It discusses how to envision the project outcome and the important aspect of obtaining upper-management buy-in, and then provides guidance on the implementation of the project and the tracking and measuring of progress. Finally, the book provides guidelines for evaluating, documenting, and closing down the project.


Item: H1230
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Managing Contract Quality Requirements
C. Robert Pennella
This book is for anyone who prepares contract quality requirements for a supplier, is a supplier, or is affected in any way by a contract. Readers will learn how to establish and implement contract requirements effectively; identify and resolve actual and potential contractual problems; preclude overlapping of administrative efforts; reduce unanticipated costs associated with errors of omission; and be better prepared for the administrative application and final outcome of contract quality requirements. Also included are two full case studies with narrative and graphic examples, as well as a self-assessment quiz of managing contract quality requirements.


Item: H1285
List Price: $60.00

The Certified Manager of Quality/Organizational Excellence Handbook: Third Edition
Russell T. Westcott, editor
Successfully updated to reflect the changes in the 2006 Body of Knowledge, *The Certified Manager of Quality/Organizational Excellence Handbook* is the most comprehensive preparatory guide for the Certified Manager of Quality/Organizational Excellence. The supplemental section contains sample test questions similar to those on the actual exam.


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Managing Contract Quality Requirements
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This book is for anyone who prepares contract quality requirements for a supplier, is a supplier, or is affected in any way by a contract. Readers will learn how to establish and implement contract requirements effectively; identify and resolve actual and potential contractual problems; preclude overlapping of administrative efforts; reduce unanticipated costs associated with errors of omission; and be better prepared for the administrative application and final outcome of contract quality requirements. Also included are two full case studies with narrative and graphic examples, as well as a self-assessment quiz of managing contract quality requirements.


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Lean Strategies for Product Development
Clifford Fiore
Most companies are under a great deal of pressure to reduce expenses and increase profits. Many of these companies have turned to lean strategies in the manufacturing area to help them improve the process by eliminating waste and helping them gain a competitive advantage. Yet few, if any, have taken these same strategies beyond the manufacturing environment and into the product development area. This is the focus of *Lean Strategies for Product Development*, which explains how to use these same lean strategies and principles in nonmanufacturing areas that will lead to reduced cycle times and increased profits.


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List Price: $30.00

Supplier Certification: A Continuous Improvement Strategy
Richard A. Maass, John O. Brown, and James L. Bossert
This book provides a “nuts and bolts” approach to implementing certification. The information provided follows W. Edwards Deming’s plan, do, check, act cycle, bringing it to the supplier certification arena. The authors present a proven certification model that has been successfully implemented all over the world.


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The Team Effectiveness Survey Workbook
Robert W. Bauer and Sandra S. Bauer
The reasons why team activities and programs sometimes fail aren’t always obvious to team members, leaders, and upper management. This is because there is no system in place to measure what is actually occurring. The Team Effectiveness Survey Workbook gives organizations the tools to assess: readiness to undertake team-based initiatives; team effectiveness during the implementation process and corrective actions needed; and the changes over time in the implementation of team-based initiatives. It contains more than 500 questions divided into 28 categories to help users create survey questionnaires that meet their specific information needs.

This book can be used by internal resource persons responsible for team development/implementation activities, and also by team leaders and external consultants.

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The Virtual Teams Guidebook for Managers
Herb Dreo, Pat Kunkel, and Thomas Mitchell
As technological and cultural changes continuously cause the world to become smaller, the distance between teams is often becoming greater. The need for virtual teams—teams that work together with a common purpose despite significant geographical separations—has never been greater. And with their increased frequency, many managers are struggling with both creating and effectively using virtual teams. The convenient pocket size of The Virtual Teams Guidebook for Managers makes the book ideal for any manager to reference, and a great guide for all members of virtual teams to use to achieve more effective teamwork.

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Clive Shearer
This book looks at the core of quality—it looks at people. People either have the right attitude or they don’t. They take the right action, or they don’t. They appreciate what they receive, or they don’t. Author Clive Shearer shows how the opportunities to practice and apply common sense in the workplace occur minute-by-minute, throughout the day. The ideas presented can be applied at your workplace and also in your own life.

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The Magic of Self-Directed Work Teams: A Case Study in Culture Change and Improvement
Paul C. Palmes
This book is intended for quality and human resources professionals in search of real answers to training, nurturing, and improving the working life of their employees and also the sustainability of their organization. Today’s informed managers know that significant waste and losses can be directly attributed to disenfranchised and disconnected employees. Unlike other books that address the theory and subject of self-directed work teams, this is a real-life narrative of people, tools, and events. Learn what Northern Pipe Products did and learned over the past five years on its way to experiencing unprecedented efficiencies, true employee involvement, a vibrant and desired training program, record output per workhour, and lowest overall waste in company history.

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Team Fitness: A How-To Manual for Building a Winning Work Team
Meg Hartzler and Jane E. Henry
The book that started it all, Team Fitness, is for all teams and leaders who desire improved team performance and who believe that optimal performance is achievable. This guide provides the fundamental techniques and activities for teams to increase their organization’s productivity, profitability, and commitment.

Includes seven appendices and more than 65 figures and illustrations.
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List Price: $40.00

Tools for Virtual Teams: A Team Fitness Companion
Jane E. Henry and Meg Hartzler
Many organizations have found it necessary to utilize the diverse talents and expertise of people from all over the world in order to keep up with complex business challenges. As a result, it is not uncommon for team leaders and members to belong to geographically dispersed teams—or virtual teams. This leading-edge workbook walks you through the uncharted territory of the complex needs and challenges of virtual teams.

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Measurement

Make Your Destructive, Dynamic, and Attribute Measurement System Work for You
William D. Mawby
This book provides clear procedures for situations in which the part values change or are destroyed. It also provides procedures that work when the measurements are dynamic and cannot be separated from the process. It extends the simple methods to cases in which the measurement systems have several sources of uncertainty, and it completely overhauls the attribute methodology and enables it for many difficult but practical applications. Each extension of the method is detailed in a chapter complete with realistic examples and end-of-chapter summaries called “Take Home Pay,” which clue the reader into the key points that are critical for the attempt to enable bottom-line success. Readers who use these methods will find that they can quickly make significant improvement in their destructive, dynamic, and attribute measurement systems with less effort.
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List Price: $50.00

Performance Measurement: A Key to Success
Marvin T. Howell
Companies must know how their processes are performing, how well they are meeting customers needs, how targeted improvements are being achieved, how project management is going, and the overall health of the company. Excellent performance measures enable them to see these things and take action if they are not on track or if performance does not meet their expectations.
Performance Measurement presents many different methods that enable metrics or performance measures to be developed. To aid in corporate measures development and strategic, tactical, and/or business planning, a quick and effective method of identifying specific key results areas is outlined. Both customer and employee focuses are presented: how to measure each, and how to develop good surveys.
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The Path to Profitable Measures: 10 Steps to Feedback That Fuels Performance
Mark W. Morgan
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Measurement Matters: How Effective Assessment Drives Business and Safety Performance
Brooks Carder and Patrick Ragan
Nearly every organization wastes a great deal of time, effort, and money through ineffective management control systems, designed to closely monitor and review the work of every employee. This is expensive and slows down the work. More important, it sends the message to the employees that they are not trusted to do a good job. By installing an effective assessment process that successfully measures employee performance without impeding production, the organization can become more efficient and employees can be more satisfied in their position.
Ultimately, this book is about how to create positive change in organizations and individuals. What is wrong may seem obvious to us, but not to others. Our challenge is to find leverage for change. Leverage implies a way to use our knowledge and influence to the greatest advantage in creating positive change. Usually when one tries to change people and organizations, the application of strong force generates an equal force in the opposite direction, consuming energy and resources and usually preventing change.
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The Uncertainty of Measurements: Physical and Chemical Metrology Impact and Analysis
S. K. Kimothi
The accuracy of measurements affects everyone in trade, commerce, safety, healthcare, environmental protection, and many other industries. Measurement also plays an important role in manufacturing and service organizations. Use this book to learn more about metrology and the need for reliable measurements. You can also learn about measurement systems and quality of measurement systems, objectives, and methods, and statistical techniques in metrology are also explained.
The book shows how to evaluate various uncertainties in measurements using several approaches, including international consensus. Calibration laboratories can look specifically at the chapter on that profession to guide them in their measurement improvements. Kimothi also looks at specific industries and their measurement capabilities and includes examples of R&R studies, and an entire chapter is devoted to measurement errors.
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List Price: $75.00

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The Metrology Handbook
Measurement Quality Division
Many of the topics listed in the Certified Calibration Technician (CCT) Body of Knowledge are presented in this comprehensive book, which serves as an excellent reference to prepare for the certification exam. This book provides an overview of metrology and calibration principles and practices geared toward intermediate and advanced users with a basic understanding of the subject matter. Examples and figures are used throughout the book to aid in practically applying the material, along with a helpful list of acronyms and abbreviations, a glossary of terms, and a bibliography for easy reference.
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List Price: $105.00

Managing the Metrology System, Third Edition
C. Robert Pennella
The proper application of a calibration system is one of the most important areas in which quality assurance personnel can positively affect the low quality and high costs associated with poorly manufactured products. Learn how to implement an effective calibration system, one that can be the foundation of your organization’s inspection systems and quality programs. This book provides an easy-to-understand explanation of metrology systems and is updated to reflect the ANSI/ISO/ASQC Q9000 standards. Technicians can increase their ability to maintain instruments of known accuracy and case studies help readers understand exactly how to apply the book’s principles.
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List Price: $40.00

Safe and Sound Software: Creating an Efficient and Effective Quality System for Software Medical Device Organizations
Thomas H. Faris
This book provides information and recommendations to help regulatory affairs and quality managers and consultants of software medical device design and development organizations navigate the complex course of regulatory compliance, operational excellence, product quality, and customer satisfaction to create an effective and efficient quality system. Software organization executives, functional managers, and other interested coworkers can also utilize this book to secure a general understanding of the subject matter.
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List Price: $50.00

Mastering and Managing the FDA Maze: Medical Device Overview
Gordon Harnack
There is a mountain of information on FDA regulation and compliance for medical device manufacturers, and reading the regulations provides only a small part of the picture. Understanding what the regulations mean and how compliance can be achieved in your environment is key. Graphic icons organize this book and provide a visual aid to definitions, regulations, procedures, documents, records, and points to remember. Applicable chapters also end with an FDA investigator icon, which summarizes what the FDA investigator will expect to see during an investigation.
Item: H1033
List Price: $75.00

Development of FDA-Regulated Medical Products: Prescription Drugs, Biologics and Medical Devices
Elaine Whitmore
There have been revolutionary changes to the classification and regulation of prescription drugs, biologics, and medical devices since the previous edition of this book was published in 1997 under the title Product Development Planning for Health Care Products Regulated by the FDA. The revised book includes a review of the significant changes within the FDA that affect the requirements and review of medical products; updated facts and figures; expansion of subjects that have grown more critical, such as clinical outcomes, human factors, and marketing objectives; and additional new topics such as the role of product development in hazard analysis, recalls, and product liability. This book is intended as a foundation for anyone involved in product development of pharmaceuticals, biologics, or medical devices. Helpful references include a glossary, acronyms, and a list of useful resources.
Item: H1198
List Price: $50.00

The FDA and Worldwide Quality System Requirements Guidebook for Medical Devices
Kimberly A. Trautman
Item: H0956
List Price: $85.00
Reliability/Dependability

Failure Mode and Effect Analysis: FMEA From Theory to Execution, Second Edition
D. H. Stamatis
Author D. H. Stamatis has updated his comprehensive reference book on failure mode and effect analysis (FMEA). This is one of the most comprehensive guides to FMEA and is excellent for professionals with any level of understanding. This book explains the process of conducting system, design, process, service, and machine FMEAs. Learn what FMEA is, the different types of FMEAs, how to construct an FMEA, and the linkages between FMEA and other tools. The updated edition includes information about the new ISO 9000:2000 standard, the Six Sigma approach to FMEA, a special section on automotive requirements related to ISO/TS 16949, the “robustness” concept, and TE 9000 and the requirements for reliability and maintainability. The accompanying CD-ROM offers FMEA forms, design review checklist, criteria for evaluation, basic reliability formulae and conversion failure factors, guidelines for RPN calculations and designing a reasonable safe product, and examples of FMEAs with linkages to robustness.
Item: H1188
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Larry B. Barrentine
This book is a hands-on guide for repeatability and reproducibility (R&R) studies. The origin of R&R methodology provides a background for the real-life problems that are used as examples throughout this book. Beginners can use this text as a thorough introduction to R&R methodology because it is written in easy-to-understand language with an emphasis on application instead of theory.
Item: H1149
List Price: $35.00

Reliability Statistics
Robert A. Dovich
Statistical applications for quality and reliability engineering personnel are provided in this book. The book provides solutions to many common reliability applications, gives examples for every operation, and contains many of the statistical applications found on the ASQ Certified Reliability Engineer exam.
Item: H0601
List Price: $33.00

Six Sigma
Applying the Science of Six Sigma to the Art of Sales and Marketing
Michael J. Pestorius
There are sufficient processes in place in almost any modern sales and marketing department to make them fertile ground for process improvement using Six Sigma’s powerful DMAIC approach. This book provides a brief overview of Six Sigma and then several case studies of Six Sigma being applied to transactional processes. Some of the examples are classic Six Sigma projects, while others are simply the application of Six Sigma tools to some common sales and marketing challenges.
Some are skeptical that a standardized, fact-based problem-solving approach like Six Sigma can be applied to the “art” of sales and marketing. In fact, Six Sigma does not suppress creativity but rather provides a framework to help channel it. Six Sigma also provides those in sales and marketing guidance on where to begin solving a problem and what questions to ask along the way.
Item: H1280
List Price: $45.00

The Certified Six Sigma Green Belt Handbook
Roderick A. Munro
ASQ’s brand new Six Sigma Green Belt certification is here! And this is the book to help you prepare for the exam. This latest entry in ASQ’s popular series of handbooks explicitly follows the certification’s body of knowledge and addresses each topic to exactly the level Green Belts need. From lean and project management to statistics and data analysis, the DMAIC process is explained in a clear and insightful manner. Figures, tables, references, useful appendices, and a full sample test only add to this book’s comprehensiveness.
Current Green Belts will also find the handbook a useful reference as they tackle Six Sigma projects and continue their professional growth.
Item: H1290
List Price: $105
Implementing Design for Six Sigma: A Leader’s Guide
Georgette Belair and John O’Neill
The main goal of Implementing Design for Six Sigma is to provide a game plan to help you “move the ball down the field” from your current product development world to one where DFSS has been embraced as a working part of your processes and culture. Whether the products you develop are made of metal and plastic, or money and mutual funds, this book will help you improve your development process so that you may deliver better products and services that your customers will want and want to pay for. From tangible products like cars and cough syrup to service products like mortgages and retirement plans, if you dig deeply into your new product development process and follow the guidelines in this book, you can and will implement major improvements.
Item: H1283
List Price: $70.00

Applied Data Analysis for Process Improvement
James L. Lamprecht
At last, a book that offers the reader a practical approach to process improvement using examples of common problems faced by data analysts on a daily basis. Author James Lamprecht, an experienced, widely published statistician, Master Black Belt, teacher, and consultant, has succeeded in combining examples that guide the reader through data analysis, Six Sigma project definition, conducting experiments, graphical analysis, and errors to avoid, all in one concise text. Unlike other books on data analysis, Lamprecht steers clear of classic, or “perfect” examples, preferring instead to address the everyday issues that data analysts confront and explain the value certain data offer and do not offer. There are numerous graphs that illustrate ways to intuitively analyze data.
Item: H1246
List Price: $60.00

Design for Six Sigma as Strategic Experimentation: Planning, Designing, and Building World-Class Products and Services
H.E. Cook
Design for Six Sigma (DFSS) is a data-driven quality strategy for designing products and processes, and is an integral part of a Six Sigma quality initiative. DFSS consists of five interconnected phases—define, measure, analyze, design, and verify. Design for Six Sigma as Strategic Experimentation (DFSS/SE) takes this a step further by developing a practical, science-based methodology for guiding the product realization process for highly competitive markets. Forecasts of cash flow, market share, and price are used to select the final design from among the alternatives considered. A single formalism is used to integrate the tasks and responsibilities of marketing research, product planning, finance, design, engineering, and manufacturing within the overall product realization process.
Design for Six Sigma as Strategic Experimentation: Planning, Designing, and Building World-Class Products and Services explains DFSS/SE in a thorough manner that anyone can implement in the product development process. Use of the methods demonstrated in this book will help streamline the production process, saving time and money, and lead to improved quality and greater profitability.
Item: H1234
List Price: $85.00

Computer-Based Robust Engineering: Essentials for Design for Six Sigma
Genichi Taguchi, Rajesh Jugulum, and Shin Taguchi
It’s impossible to imagine engineering projects these days carried out without computers and information technology. This book blazes a new trail in that it fully describes the use of robust engineering methods in computer applications. And since the use of these methods is extremely effective in enhancing overall performance and cost effectiveness, the authors postulate that robust engineering methods must also play a crucial role in Design for Six Sigma activities in all areas that include software and information technology.
Item: H1201
List Price: $55.00

Six Sigma and Related Studies in the Quality Disciplines: The Best on Quality Book Series, Volume 14
Kenneth Stephens, editor
Item: H1187
List Price: $40.00

Visit our Online Bookstore at http://qualitypress.asq.org
Six Sigma

Six Sigma for the Office: A Pocket Guide
Roderick A. Munro
The principles of Six Sigma are being used in nearly every industry to reduce waste and improve performance. However, most books on the subject are written only for those in manufacturing, and specifically for engineers or those with a high level of technical expertise. Meanwhile, those working in offices receive little or no information on how to use Six Sigma in their environments. Now best-selling author Rod Munro has written a convenient book explaining the tools of Six Sigma, specifically tailored to those in the office. Six Sigma for the Office is a convenient guide for anyone working on Six Sigma projects in nonmanufacturing environments. Written for those at the Green Belt level, this book will help explain the Six Sigma tools and show how they apply to those working in an office. All of the examples in the book are taken from the office environment, so office workers will easily identify and be able to apply these tools in their own jobs.

Item: H1169
List Price: $22.00

Defining and Analyzing a Business Process: A Six Sigma Pocket Guide
Jeffrey N. Lowenthal
Many references on Six Sigma stress the importance of defining processes. All too often, practitioners on a Six Sigma project rely on flowcharts for this crucial step. Unfortunately, flowcharts only show decision points, and the steps taken to reach those decisions are overlooked, including vital departmental interactions and communication patterns. This is the focus of Defining and Analyzing a Business Process, which helps to fill the gaps found on flowcharts and provides a more complete big-picture view of the processes. The book moves away from theory and jumps headlong into a systemic approach to change. As a pocket guide, it can easily be used as a reference or as a teaching aid, and is ideal for anyone who uses processes at any level.

Item: H1164
List Price: $22.00

Six Sigma for the Shop Floor: A Pocket Guide
Roderick A. Munro
The tools and methods of Six Sigma, used for improving performance and eliminating defects, are revolutionizing the way businesses operate. Most books on the topic are exhaustive references written for engineers or management. Very little is available for regular employees who often have little or no understanding of the Six Sigma principles that are guiding their company’s performance. This pocket guide was written specifically to be used daily by the workers on the shop floor, and provides a very basic introduction to the Six Sigma process. By focusing on the problem-solving nature of Six Sigma, this book explains how these principles should be used in conjunction with daily work. This convenient pocket-sized book is perfect for the Green Belt, clarifying the confusing “buzz” terms surrounding Six Sigma by explaining how to manage the tools currently being used to meet Six Sigma requirements.

Item: H1114
List Price: $22.00

The Six Sigma Journey: From Art to Science
Larry Walters
Often the most difficult part of the Six Sigma process is getting everyone to understand and completely support the initiative. This book is a fictional novel that follows the main character, Barry, as he implements Six Sigma in his company. This includes a discussion of what makes the process work, and the many successes and failures along the way. Through the use of examples and the lives of the characters, the reader gains an understanding of not only the technical aspect of Six Sigma, but also the human side.

Item: H1163
List Price: $35.00

Six Sigma Project Management: A Pocket Guide
Jeffrey N. Lowenthal
The Six Sigma revolution is changing the way business is done. Based on the author’s own experiences and case studies, Six Sigma Project Management explains how to best manage projects using the Six Sigma initiative. At the heart of this book is the Six-Step Six Sigma Methodology, which serves as a roadmap for change, a sequential model that can be followed when deploying a sigma initiative within any company. A short and concise guide, it is straightforward and contains many graphics and flowcharts, which makes the information easy to follow and the book simple to use.

Item: H1127
List Price: $22.00

The Six Sigma Path to Leadership: Observations from the Trenches
David H. Treichler
The Six Sigma Path to Leadership: Observations from the Trenches was written to serve as a support guide for leaders who may get lost or frustrated on their journey toward Six Sigma improvement.

The Six Sigma Path to Leadership is not intended to teach the specific tools or techniques of Six Sigma, but rather to inspire and motivate Six Sigma professionals to lead and teach others in the organization. The stories shared within will spark readers’ imaginations and help them get the most out of their efforts.

Item: H1214
List Price: $60.00

ASQ Six Sigma Pocket Guide Collection
The expertly written guides from Quality Press provide affordable and solid information in an easy-to-use, pocket-sized book. Each of our guides is written by renowned experts, meticulously reviewed and produced to our exacting standards. Now you can get all four of our Six Sigma pocket guides (H1169, H1114, H1164, and H1127) at a special price.

Item: H1116
List Price: $75.00
**Business Performance Through Lean Six Sigma: Linking the Knowledge Worker, the Twelve Pillars, and Baldrige**

James T. Schutta

Lean Six Sigma is helping to vitalize many small and large organizations by paying attention to the customer’s needs and providing processes with smaller amounts of variation to consistently meet and even exceed those needs. This task is completed when the organization understands its processes better and controls those inputs and the process variations that will affect the customer’s needs the most.

The purpose of this book is to develop the concepts of the Twelve Pillars, which support the Six Sigma Improvement process, tie this to both the Malcolm Baldrige Criteria and lean, and then cover the areas that should be considered during the implementation of the Six Sigma process. The executive management of every organization must read this book to establish the foundation for the Lean Six Sigma concepts to become part of the operating style of the corporation. The tools discussed in this book are just as applicable for making management decisions based on data as they are for the Black Belts and knowledge workers of the process.


**List Price: $70.00**

**Value-Driven Channel Strategy: A Lean Approach**

R. Eric Reidenbach and Reginald Goeke

Managers from a number of distinct organizational areas such as marketing, quality, logistics, Six Sigma, total quality management (TQM), and customer relationship management (CRM), as well as market research and business intelligence, will find this book useful and interesting, and it will challenge them to think about the way they view their business. The book is pertinent not only to manufacturing but also service organizations that move products/services through channels of distribution. The principles outlined in this book apply equally to commercial banks, healthcare, and insurance as they do to the automotive or pharmaceutical industries.


**List Price: $55.00**

**Nan: A Six Sigma Mystery**

Robert Barry

Six Sigma concepts are readily being applied in many non-manufacturing fields, including healthcare, which is an industry scrutinized like few others. But how does Six Sigma work? That is the goal of Nan: A Six Sigma Mystery, which helps explain these concepts in an easy to follow format, focusing on their application in the healthcare industry.


**List Price: $30.00**

**Strategic Six Sigma for Champions**

R. Eric Reidenbach and Reginald W. Goeke

The fundamental purpose of this book is to provide a guide that Six Sigma champions can follow to make better decisions regarding the purchase and conduct of customer value research.

Customer value is a metric that provides the much-needed detailed information regarding how customers define value. It also provides Six Sigma practitioners with a comprehensive understanding of value creation and delivery from its point of production to point of consumption. Customer value promises to unleash the total power of Six Sigma, enabling companies to mine even greater marketplace performance from their Six Sigma efforts.


**Item: H1275**

**List Price: $40.00**

**Transactional Six Sigma for Green Belts**

Samual Windsor

Six Sigma, originally introduced by the manufacturing sector, is rapidly gaining the attention of many companies in the service sector. The difficult part for any Green Belt in training is learning when to apply what tool, and particularly so for those in banking, healthcare, and other non-manufacturing environments that have never heard of terms like “process capability,” much less calculated it. This book explains the tools in a Six Sigma Green Belt’s arsenal and gives examples that are designed to provoke thoughts of the tools’ applications in transactional situations.


**Item: H1266**

**List Price: $35.00**

**Nan’s Arsonist: A Six Sigma Mystery**

Robert Barry

The successes of Six Sigma have been well documented, but yet it still remains a daunting mystery for many who are unsure what it actually is or how it works. This book is intended to help break down those questions by explaining Six Sigma in an easy to read format, using a fun mystery story to convey the message.


**Item: H1210**

**List Price: $30.00**
Software Development

Safe and Sound Software: Creating an Efficient and Effective Quality System for Software Medical Device Organizations

Thomas H. Faris

This book provides information and recommendations to help regulatory affairs and quality managers and consultants of software medical device design and development organizations navigate the complex course of regulatory compliance, operational excellence, product quality, and customer satisfaction to create an effective and efficient quality system. Software organization executives, functional managers, and other interested coworkers can also utilize this book to secure a general understanding of the subject matter.


Item: H1262
List Price: $50.00

Zero Acceptance Number Sampling Plans, Fourth Edition

Nicholas L. Squeglia

The deployment and implementation of Six Sigma requires that management shift from talk to action, from slogans to data, from opinions to experimentation and control. The Six Sigma strategy spells out the drivers of the program, the implementers, the quality tools, and systems for improvement, and underlines the need for reliable measure of progress in various domains, including customer satisfaction, organization profitability, human resources, and quality. This book was written to follow ASQ’s Six Sigma Black Belt body of knowledge. It walks the reader through the Six Sigma process at about a medium-level of detail. The author supplies the Black Belt candidate with enough information to pursue the ASQ Certified Six Sigma Black Belt examination aggressively, either with the material in the book or with the indicated ancillary works.


Item: H1245
List Price: $80.00

ISO 9001:2000—Achieving Compliance and Continuous Improvement in Software Development Companies

Vivek (Vic) Nanda

Due to the unique nature of the software development process, the software industry has often regarded the ISO standards as difficult to interpret and implement. This new book was written to demystify the ISO 9001:2000 requirement for software development and facilitate the adoption of the ISO 9001:2000 standards in the software development industry. All examples are in the language and context of software development organizations and offer details on how a software development organization can comply with a stated requirement. Appendices and the accompanying CD-ROM includes a quality manual outline, templates and forms, sample audit questions, and acronyms.


Item: H1183
List Price: $50.00

Fundamental Concepts for the Software Quality Engineer

Taz Daughtrey, editor


Item: H115
List Price: $60.00


Gary K. Griffith


Item: H9000
List Price: $50.00

Call ASQ at 800-248-1946 or +1-414-272-8575 • Mexico 001-800-514-1564 • Fax +1-414-272-1734
Bryan Dodson
The purpose of this book is to provide practitioners with the tools necessary for Weibull Analysis. Step-by-step examples are used to illustrate each technique presented. Practitioners will find easy-to-follow roadmaps guiding them through each step of an analysis.
The majority of roadmaps have been incorporated into a computer program contained on an accompanying CD-ROM. Included are statistical tables, most examples worked in Microsoft Excel, a Windows-based software program for Weibull Analysis, and a user’s guide for the Weibull software.
6 x 9 softcover.
Item: H1252
List Price: $60.00

Applied Data Analysis for Process Improvement
James L. Lamprecht
At last, a book that offers the reader a practical approach to process improvement using examples of common problems faced by data analysts on a daily basis.
Author James Lamprecht has succeeded in combining examples that guide the reader through data analysis, Six Sigma project definition, conducting experiments, graphical analysis, and errors to avoid, all in one concise text. There are numerous graphs that illustrate ways to intuitively analyze data.
6 x 9 softcover.
Item: H1246
List Price: $60.00

The Desk Reference of Statistical Quality Methods
Mark L. Crossley
Arranged in alphabetical order, this book provides the quality practitioner with a single resource that will illustrate, in a practical manner, exactly how to execute specific statistical methods frequently used in the quality sciences.
7 x 10 hardcover.
Item: H1065
List Price: $90.00

Statistical Quality Control for the Six Sigma Green Belt
Bhisham C. Gupta and H. Fred Walker
This second book in a four-book series directed toward Six Sigma Green Belts focuses on statistical quality control (SQC), and covers such topics as: sampling, process set-up/verification and pre-control, control charts for variables and attributes, cumulative sum and exponentially weighted moving average control charts, process capability indices, measurement systems analysis, and acceptance sampling. Guidance is also given on the use of Minitab and JMP in doing these various SQC applications. Examples and sample problems from all industries appear throughout the book to aid a Green Belt’s comprehension of the material.
Available November 2006.
7 x 10 hardcover.
Item: H1277
List Price: $65.00

Process Quality Control, 4th Edition
Ellis R. Ott, Edward G. Schilling, and Dean V. Neubauer
Additions to this revised edition include: the use of dot plots as an alternative to histograms; digidot plots; adding events to charts; emphasis on the role that acceptance control charts play in controlling risks and the computation of average run length; a new chapter devoted to process capability, process performance, and process improvement, including the use of confidence intervals for process capability metrics; narrow-limit gauging as another means of assessing the capability of a process; Six Sigma methodology; design resolution; scatter plot matrices as applied to datasets of higher dimensions; and a new chapter on measurement studies.
The CD-ROM includes many papers on ANOM and ANOME published in the Journal of Quality Technology, as well as a comprehensive Excel add-in for performing these analyses and freeware versions of some useful graphing and statistical utilities.
6 x 9 hardcover.
Item: H1222
List Price: $160.00

Applied Statistics for the Six Sigma Green Belt
Bhisham C. Gupta and H. Fred Walker
Applied Statistics for the Six Sigma Green Belt is a desk reference for Six Sigma Green Belts or beginners who are not familiar with statistics. As Six Sigma team members, Green Belts will help select, collect data for, and assist with the interpretation of a variety of statistical or quantitative tools within the context of the Six Sigma methodology. This book will serve as an excellent instructional tool developing a strong understanding of basic statistics, including how to describe data both graphically and numerically. Its specific focus is on concepts, applications, and interpretations of the statistical tools used during, and as part of, the design, measure, analyze, improve, and control methodology.
6 x 9 hardcover.
Item: H1236
List Price: $85.00

The Certified Quality Technician Handbook
Donald W. Benbow, Ahmad K. Elshennawy, and H. Fred Walker
This book covers all of the topics listed in the Certified Quality Technician (CQT) body of knowledge. The conversational tone of this reference book makes it easy to read while helping readers master quality assurance subject matter. Those interested in auditing, design of experiments, education, management, quality costs, sampling, and reliability will find this text helpful. Whether you want to brush up on skills needed in your profession, or review material before taking the CQT exam, this guide can help. Readers do not need a formal statistical background, nor is it necessary to attend a course before using this book.
6 x 9 softcover.
Item: H1146
List Price: $105.00

Visit our Online Bookstore at http://qualitypress.asq.org
**SPC for Right-Brain Thinkers: Process Control for Non-Statisticians**

Lon Roberts

*SPC for Right-Brain Thinkers* is not simply another made-easy book on the subject of statistical process control (SPC). The guiding principle in writing this book was to make SPC accessible to the large group of individuals who would readily characterize themselves as right-brain thinkers. The challenge that right-brain thinkers face in understanding and applying SPC goes beyond the math; it is also a matter of approaching the subject from a different perspective altogether—through the side door, if you will, where the inner workings of SPC may be seen in action. The book is also intended to serve the information needs of those who either own or work within the job processes wherein SPC is applied. Since right-brain thinkers are often inclined to gravitate to service-oriented jobs, the examples used in this book demonstrate the use of SPC in a service organization: a pseudo law firm called Advocate General. These examples demonstrate the basic principles of SPC in a way that can be adapted to any situation.


**Item: H1257**

**List Price: $33.00**

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**Glossary and Tables for Statistical Quality Control, Fourth Edition**

ASQ Statistics Division

The new edition of the best-selling reference on statistical quality control has been updated to include definitions rewritten for a wider audience to grasp the meaning of technical terms. These definitions also parallel national and international standards and are categorized into sections that make it easy to identify by subject matter. New items added to this edition include a guide for control chart selection and g and h control charts. Basic statistical measures and equation examples make this an outstanding resource for every quality professional as well as a great resource for preparing for the Certified Quality Engineer, Certified Mechanical Inspector, and Certified Quality Technician’s exams.


**Item: H1197**

**List Price: $45.00**

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**Improving Performance Through Statistical Thinking**

ASQ Statistics Division, Galen C. Britz, Donald W. Emerling, Lynne B. Hare, Roger W. Hoerl, Stuart J. Janis, and Janice E. Shade

*Improving Performance Through Statistical Thinking* presents a clear and practical explanation of statistical thinking without the typical equations and formulas. Concepts are integrated with basic tools using the Memory Jogger II. In addition, case histories provide real-world examples for readers to extend to their own processes while they learn how to implement statistical thinking in their organizations.


**Item: H1060**

**List Price: $35.00**

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**Quality Engineering Statistics**

Robert A. Dovich

This book is a compendium of many of the statistical tools and tests used by quality and engineering professionals. It is a practical handbook that lists significant statistical methods, outlines assumptions for testing, and provides formulas and completed examples. The book is ideal for engineers who know what type of test to perform but need an easy-to-use reference to help complete the task.


**Item: H0679**

**List Price: $37.00**

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**The Handbook of Applied Acceptance Sampling: Plans, Procedures, and Principles**

Kenneth S. Stephens

Written in clear and understandable terms, this book provides a modern approach to the subject of acceptance sampling and inspection. A bonus CD-ROM is included, which is loaded with appendices, problem exercises and solutions, tables, and graphs from the text that can be used beyond the applications in the book—making it an excellent practical guide for students or quality professionals.


**Item: H1126**

**List Price: $115.00**

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**Statistical Quality Control Using Excel, Second Edition**

Steven M. Zimmerman and Marjorie L. Icenogle

This guide begins with introductions to the concepts of statistical quality control (SQC) and the use of spreadsheets. A review of Excel’s features is followed by explanations of statistical distribution, outliers, and the analysis required for SQC methods. Basic SPC methods, such as p and np control charts, c and u control charts, and Pareto charts, are demonstrated. Practice problems, definitions of key terms, detailed graphics, and end-of-chapter summaries help make this book an outstanding tool to combine SQC with Excel software.

Includes CD-ROM with SQC templates, which will only run on Windows 95 or higher when running Excel ‘97 or higher.


**Item: H1151**

**List Price: $85.00**

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**SPC Essentials and Productivity Improvement: A Manufacturing Approach**

William A. Levinson and Frank Tumbelty


**Item: H0937**

**List Price: $40.00**
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Below are brief descriptions of new features and services available to you. Take a look, explore, and make use of them. Everything is here for your benefit—to enhance your membership experience.

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Several enhancements are available in the Quality Body of Knowledge (Q-BoK™). Many of these offerings are available by logging in to your “My ASQ” Web site. Q-BoK™ helps you on the job by offering:

- “Why Quality?” articles for various industries
- Quality concepts for novices
- Making the Case for Quality white papers
- FAQs providing answers to common quality questions
- Improved search and submission processes for articles online

ASQ members research a broad base of topics and, with every passing year, need additional information to prepare case studies, best practices, and more. **HighBeam™ Research** is an online research engine providing tools and databases with free and subscription-based options. This service is a valuable complement to the extensive ASQ Body of Knowledge and Quality Information Center services.

With more market-specific information readily available, you will benefit from reduced research time, an increased volume of articles and case studies, and research to explore valuable ideas that help you and your employer.

**Learn About Quality**

Sure, you know you can come to ASQ for quality information, but what about all the people you work with? How do you help them speak the same quality language? Our new “Learn About Quality” feature was created to help you do just that. Located on the ASQ Web site, this new area brings quality topics to the world, including using quality tools, applying data, and implementing organization-wide quality approaches. As with the Q-BoK™, this new feature provides a wealth of quality information to help you and your co-workers with quality projects.

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