# TQM for Technical Groups

*Susumu Okamoto, Kiyoshi Uchimaru, Buntero Kurahara*

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If a baby were to abandon all attempts at walking because of one fall, Nike would be today's leading manufacturer of hand and knee pads instead of sneakers, since grown-ups would still be crawling. Learning, development, and the achievement of goals result from assessing failure, adjusting methods, and trying again. That's where TQM and continuous improvement cycles come into play. **TQM for Technical Groups:** *Total Quality Principles for Product Development* presents proven techniques for motivating technical staff, along with specific real world examples of their applications. The authors provide step-by-step instructions for using TQM in product development, for the enhancement of productivity, morale, and customer and shareholder satisfaction.

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