



Book Review

Quality Management - A Customer Driven Approach

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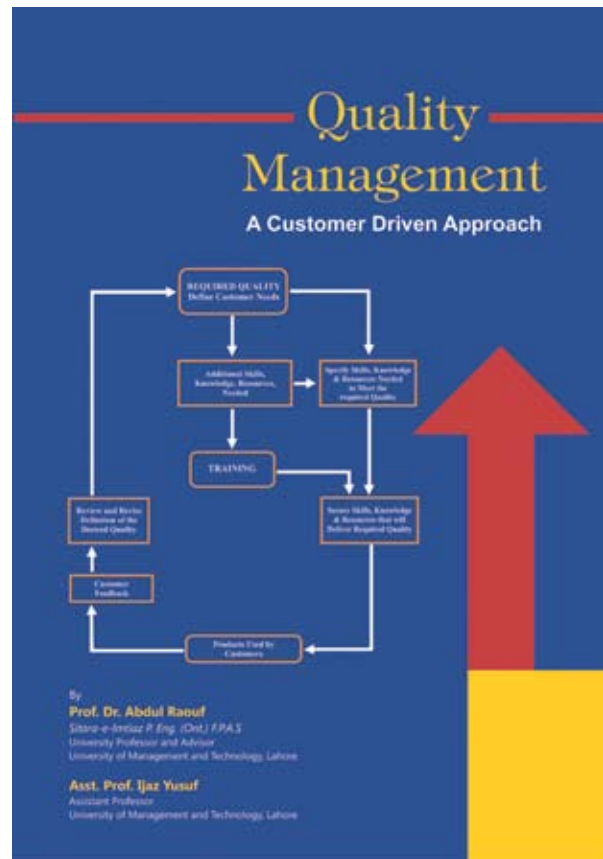
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It is a short book intended for quality professionals, managers and employees of organizations that are desirous of starting their quality journey. The book begins with the definition of the terms that one usually comes across in a quality conscious organization. It very briefly mentions the phases a typical organization would go through in its endeavor for quality, covers important areas like customer-focus and customer-satisfaction and the cost of quality. Its Chapter 3, which covers Organizing for Quality, is most useful as it not only outlines a Strategy for Teams' Operations, relates steps in quality improvement cycle with the key activities, and tools and outputs of each step, but also cites achievements of the Quality Improvement Teams in noted industries.

While the book touches upon almost every aspect of quality management except for house of quality (quality function deployment), its brevity leaves much to be desired. A reader who is well conversant with the quality management can find it as a good refresher but someone who is novice would need to refer to other sources to learn the what and how



of Pareto Charts, Control Charts, Decision Matrix, Bench-marking, etc. For this short book, the index is unnecessarily lengthy due to duplications and unnecessary inclusions.

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