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Managerial Breakthrough: The Classic Book on Improving Management Performance

J. M. Juran, Joseph M. Juran

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This new edition incorporates new material on planning and other issues to expand upon Juran's pioneering views of re-engineering. The work contends that the manager's basic function is to create change (breakthrough) or prevent it (control). It demonstrates that each process is governed by a universal sequence of events. By understanding these patterns, managers learn how to do their jobs more effectively. The text features new analyses of the issues that arise whenever organizations introduce change.

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