

Critically discuss why
the teachings of the
quality gurus are
important



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Importance of the Teachings of Quality Gurus Introduction Quality is a key towards the success of a company. A company can achieve satisfaction by providing the customers with reliable and quality products. The role played by the quality gurus is very important in this regard. In this paper, we will discuss the importance of the teachings of quality gurus in ensuring quality in the products and services delivered by a company to the customers. 2. Importance of the Teachings of Quality Gurus One can never deny the contribution of the teachings of quality gurus in the field of quality management. Quality gurus have played a considerable role in setting the dimensions of success for all companies and organizations. It is due to the teachings of quality gurus that the companies pay special attention towards improving and maintaining quality of the products and services. The mutual belief of all quality gurus was that quality management is a continuous process, which helps the companies build and maintain profitable relationships with the customers. Some of most famous quality gurus include Armand Feigenbaum, Edwards Deming, Philip Crosby, Kaoru Ishikawa, Genichi Taguchi, and Masaaki Imai. All of these gurus brought different concepts of quality which not only helped the companies achieve competitive advantage in the past but also provide appropriate directions towards success to the companies belonging to the present world. We can take example of Masaaki Imai who came up with the concept of Kaizen in 1986, which led Japan's way to huge success in the field of technological development. Kaizen is an umbrella, which includes all Japanese practices related to quality management. Imai focused on continuous improvement in all departments of a company. One of the main teachings of all quality gurus was quality control, which means to ensure quality in all stages of a product

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development. Along with quality control, total quality management is also a key function of the quality management department, which leads a company's way towards success. " Total quality management (TQM) is a management philosophy that seeks to guide the operation of the entire organization" (Hardt 2011). Quality gurus believed that quality management not only increases customer satisfaction but also results in increasing the productivity of a company. The teachings of quality gurus help the companies become more competitive in nature, lower the product manufacturing costs, improve customer satisfaction, and increase productivity and profitability of the companies. One of the main teachings of the quality gurus is related to implementation of an appropriate quality management system in a company. The management of a company can encounter the problem of decreased customer satisfaction if it does not pay required attention to the implementation of a quality control and assurance system in the company. Therefore, we can say that the teachings of quality gurus are extremely important for the success of the companies in the today's world of competition. 3. Conclusion Summing it up, quality gurus have played a critical role in setting the standards of quality for all companies and organizations. It is due to the teachings of quality gurus that the managers never ignore the importance of quality and pay special attention towards improving and maintaining quality of the products and services. References Hardt, P 2011, What Is Total Quality Management?, viewed 19 April 2011, .