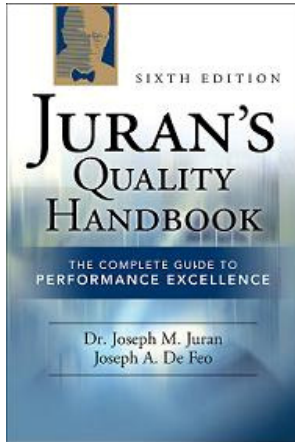




FOR IMMEDIATE RELEASE: The New Juran Quality Handbook 6th Edition



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Joseph A. DeFeo, President of Juran Institute author and editor-in-chief of the Juran Quality Handbook 6th edition announce its release for May, 2010. Mr. De Feo states, "This is a complete revision and special edition of the legendary quality management handbook." The 6th edition will commemorate the legacy of Dr. Joseph. M. Juran and preserve his knowledge and experience so that future organizational leaders and quality professionals will continue to learn how to produce superior quality and business results.

While strengthening the core purpose and content of the handbook, the sixth edition adds the latest methods and tools that are used to manage for attaining superior organizational results in today's High Quality, Customer Driven, Lean and Green environment. The book will be almost two thirds the size of previous editions with additional information available online.

The first edition of the handbook was printed in the 1950s. The sixth edition continues to retain Dr. Juran's core messages that made him recognized as the "Father of Quality Management". The handbook delivers a clear understanding, in business terms, of why an organization must continually focus on the improvement of its products and services to drive performance.

Before Dr. Juran's passing in 2008, he completed a number of his classic chapters such as: What is Quality? and, How Does Quality Impact Cost and Revenue? His core principles which he referred to as "Universal" management processes are highlighted. His final contributions include the most accurate description of why he named the Pareto Principle and the Juran Trilogy®, and how these important principles are used to manage for superior quality.



The new handbook is divided into four sections:

- Section 1 Key Concepts: What Leaders Need to Know about Quality
- Section 2 Methods & Tools: What to Use to Attain Performance Excellence
- Section 3 Applications: Most Important Methods in Your Industry
- Section 4 Key Functions: Your Role in Performance Excellence

New topics include Benchmarking Best Practices, Continuous Innovation, Eco-Quality, Lean, Root Cause Analysis, Six Sigma, and Agile Software and Systems Development. New Industry sections include Defense, Healthcare, Services, Web Based and Manufacturing.

The 31 chapters are authored by Juran staff, top business practitioners, and other leading quality experts around the world.

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