Contents

About the Series
Preface

Part I Beliefs
1 Examining Beliefs 3
2 Beliefs About Quality 11
3 Beliefs About Improvements in Quality 31
4 Exploring the World of the Craftsman 39
5 Examining the Role of the Connoisseur 45
6 Examining the Role of the Entrepreneur 55
7 Linking the Quality Triad with the Quality System 61

Part II Expectations
8 Expecting the Best 73
9 Expectations in the Quality Triad 81
Part III  The I.C.A.R.E. Process

13  Caring About Quality
14  Identifying the People and Processes in Your
    Quality Triad
15  Creating the Expectations
16  Accepting Your Responsibilities
17  Reciprocating Cooperation in the Partnership
18  Enjoying the Benefits

Conclusion: A Starting Point for Quality

Index