



The Six Sigma Way: How to Maximize the Impact of Your Change and Improvement Efforts, Second edition

Peter Pande, Robert Neuman, Roland Cavanagh

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The Definitive Work on Six Sigma—Revised and Fully Updated

Upon its publication in 2000, *The Six Sigma Way* was among the very first books to clearly explain the impressive benefits of Six Sigma's improvement-driven and customer-centric approach to business leaders and managers. It revealed how GE, Motorola, and other companies used Six Sigma to fine-tune products and processes, improve performance, reduce costs, build customer loyalty, and increase profits. Corporate leaders around the world heeded the call and began implementing the tools of this world-changing performance improvement.

In short, this book changed the world of business and organization improvement forever.

Now, this author dream team has revisited the subject to bring you fully up to date about how Six Sigma has been used—for better and for worse—during the past 14 years.

This new edition of *The Six Sigma Way* retains everything from the original classic—what Six Sigma is, how it works, and how to adapt it to your particular needs—while providing valuable new sections on lessons learned and setting the record straight regarding myths and misunderstandings perpetuated over the years. This all-in-one guide provides:

- Practical Six Sigma implementation guidelines anyone can understand
- New insights from managers who successfully applied the advice from the first edition
- Detailed case studies from such companies as Adobe, Macy's, and Starwood
- Hands-on “maps” that guide you through key decisions you must make

The definitive guide to successfully implementing Lean Six Sigma approaches into any organization is essential for any manager who wants to stop thinking about building a continuous improvement culture—and actually make it happen.

Business has changed dramatically in recent years. Being second best used to be an option; today, being the best is the only way to survive. Take charge of your company's future and make positive changes *The Six Sigma Way*.



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