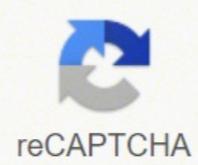


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PHILIP B. CROSBY
(1926-2001)

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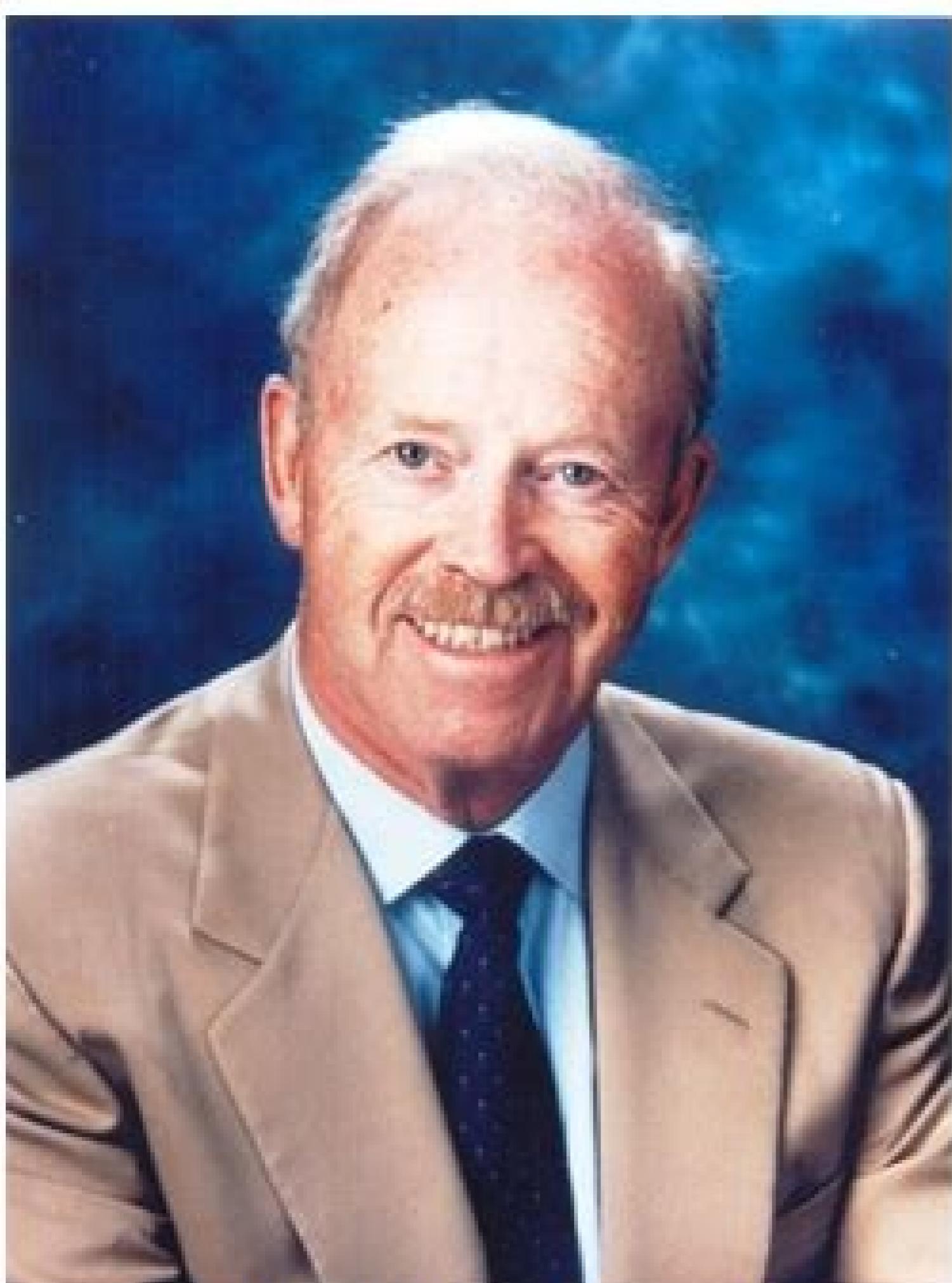
PHILIP B. CROSBY

Para lograr Cero Defectos promueve catorce pasos los cuales son:

- Compromiso de la dirección
- Equipo para la mejora de la calidad
- Medición del nivel de calidad
- Evaluación del costo de la calidad
- Conciencia de la calidad
- Sistema de acciones correctivas
- Establecer comité del Programa Cero Defectos
- Entrenamiento en supervisión
- Establecer el día "Cero defectos"
- Fijar metas
- Remover causas de errores
- Dar reconocimiento
- Formar consejos de calidad
- Repetir todo de nuevo

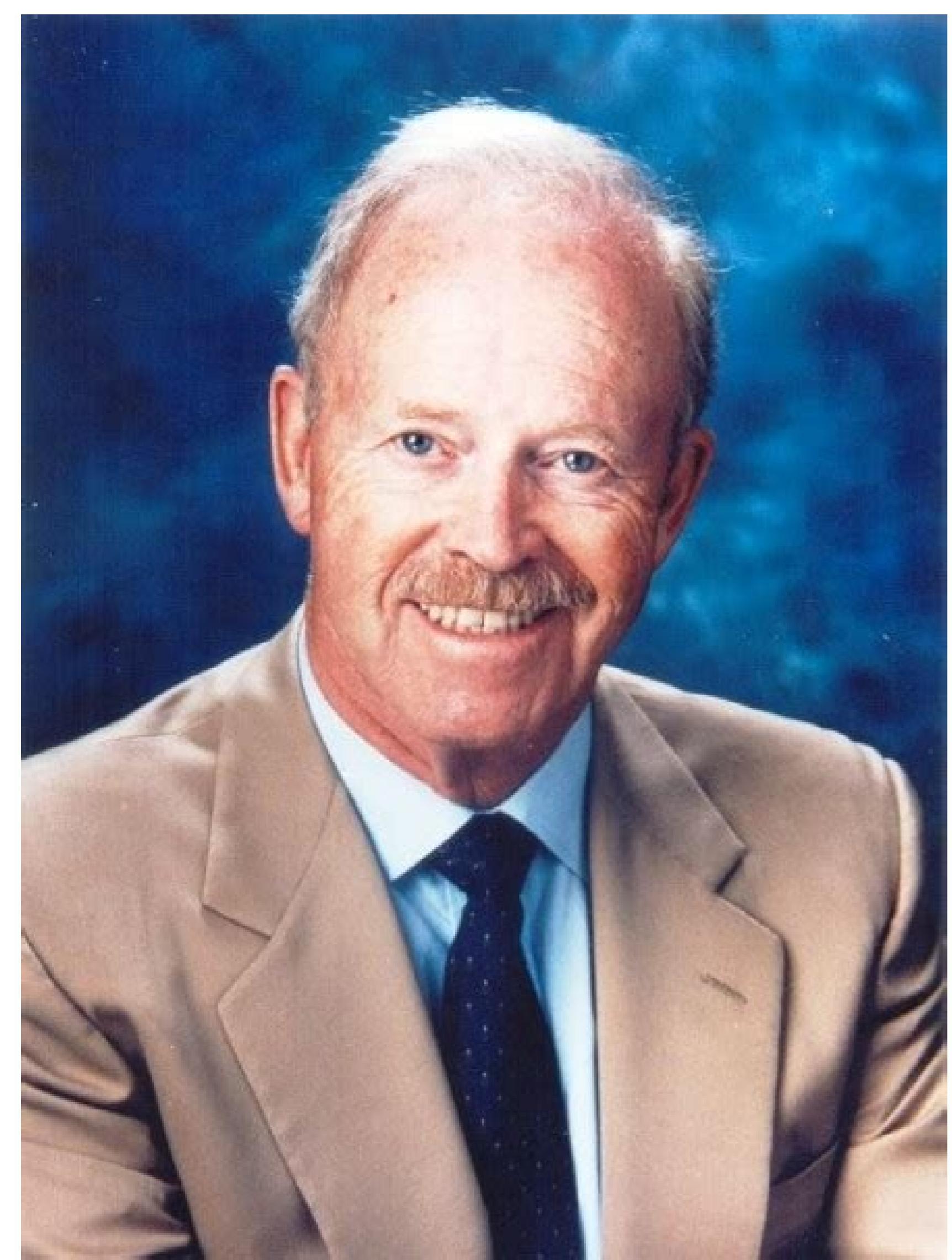


14



Philip Bayard Crosby

June 18, 1926 - August 18, 2001
(West Virginia) (North Carolina)



Crosby



- Crosby is known for his concepts of "Do it right first time" and "zero defects". He defines quality as conformance to requirements which the company itself has established for its products based directly on customer needs. He emphasizes prevention management in every area. He gave his own 14 points for quality management which were different from the 14 points of Deming.

Philip b. crosby definicion de calidad. Philip b. crosby concepto de calidad. Philip b crosby calidad total. Calidad segun philip b. crosby. Philip b. crosby filosofia de calidad. Philip b. crosby aportaciones a la calidad. Definicion de calidad segun philip b. crosby. Concepto de calidad segun philip b. crosby.

Encourage individuals to set improvement goals for themselves and their groups.³ He later worked for the Martin Corporation, from 1957 to 1965. Philip Crosby died in August 2001. In 1979, he founded Philip Crosby Associates (PCA) based in Winter Park, Florida and for ³ next ten years, became an organization with 300 employees worldwide and with \$80 million μ in profits. Crosby argues that there is absolutely no reason to make mistakes or defects in any product or service. Increase information μ the quality and personal interest of all employees. Quality audits of the supplier are almost unnecessary unless the seller is completely incompetent. This strategy requires a national orientation, a commitment of the direction. The three ingredients of this vaccine are: determination, training and implementation. In early 1998, he published the book "Quality and I" (his autobiography) and then "the reliable organization" at the end of 1999. Mistakes should not be tolerated. Encourage staff to communicate addressing the obstacles faced in the continuation of their improvement goals. Crosby was responsible for the quality in Pershing's design of the mansion. Moreover, discourage the team by constantly urging them not to give the appropriate answer. It instructs all employees to fulfill their participation in the quality improvement program. A graduate in pediatrics (his father's profession), he decided that this career was not his liking. Consequently, inspection, experimentation, supervision and other non - preventive techniques have no place in the process. The measurement of quality is the prerequisite of non - conformity. On the contrary, in the United States this principle has been used as Ayutitsni. \AA SotceFed Ore \AA \AA \AA ecamrofrep ed Atem ANU A Agez EUqofne ETSE Razilitu The EUQ RICED EREIUQ OTSE .DNUM LED RodederLa Ses \AA fap 02 NE Anoicnuf Dadilac to Ed Oigeloc Le Aroha .oibmac nu Odibah Ah EUQ Ed ATNEUC NED Sodelpme Sol Sodot EUQ ARAP \AA \AA SotceFed OREC SOL ED Adanroj \AA e \AA Anu ECINGRO .NALP US RATIDUA NOC ETNEMELPMIS ADIREUQER DADILAC AL \AA GRANOICROPORP RODEVORP LED DADILAC ED Ametis Le IS REBISOPMI SE .J) ASOTIXE ETNEMANRETE N \AA ficazinagro al (Nitazinagro Lufsseccus Yllanret Eht y) SiTG SE DADILAC AL (EERF YES YTILAUQ ED SOD \AA ARTXXE [Sotnemadnuf Ortauc SUS Y YBSORC ED DADILAC TO ED Otneimarojem Le Arap SOPAP 41 Sol NebirsNart is , N \AA ficaunitnoc A .6291 Ed Oinuj Ed 81 Le Latnedicco Ainigriv, Gnileehw Ne \AA an YbSorc .Odnum LED RodederLa Sejaugh 61 NE A \AA fSNA Es A \AA fVadoto .Sacarf la Lanosrep La Lanosrep The Necudni Socif \AA © A \AA A \AA Tse NOC DADIMROFNOC Ed SOCITS \AA DseSe Selevin Sol .SotneReuher Sol Dadimrofnoc Acifingis DAD ILAC DADILAC AL ED SOTULSA SOL .SASOC Sarto Ertne, Ogzaredil Le y Olpmeje Le, Anlpicid Al, n \AA nicipac al Ed Sâ © © \AA ic ic ic i \AA i i i i i ° ODOT \AA © \AA fM A \AA n \AA A \AA A \AA in .Dadilac Ed Arojem Ed osecorp Us Ed Acitcâr NE ATSEUP to NOC Salodn \AA © © © © © I ed Sa \AA f \AA \AA ± \AA fapmoc SA ± \AA feuqep salt Atsah Selanoicanlum Sodaremolgno EdSed NAV EUQ SETNIULC A Evris II .Acp .otnemaraped ADAC Ed SetNneserper NOC DADILAC AL ED Otneimarojem Le Arap Sopiuqe Emrof Dadilac Al Noch Aditemorpoc © EUQ ESER \AA € \AA eSorc Ed Dadilac Al Ed Otneimarojem Le Arap SodaP 41 Sol .Dadimrofnoc On At Rineverp Ed NIF at Dadilac Ed \AA \AA Anucavâ \AA \AA \AA Anu Ratapoda na \AA f \AA ± \AA f \AA ± \AA f \AA ± \AA f \AA moco salt . \AA gaj Azilanif On Dadilac at Ed Otneimarojem Ed Amargorp Le Euq Razitafne ARAP ODOT ATIPER .b PiliHP \AA , Acif \AA ± ± ± .rodabajart Le NE NE A \AA facer Sotcefesrartaiger Ed O SAC NE DADIBLASNOPSER AL Y, RODAVITOM aserpme amu ,cnI ,VI reeraC a uodnuf e .A.C.P ad uotnesopa es ele ,1991 mE .of \AA tseg ed atnemarref omoc osu ues euqipx e edadilaq ad otsuc o eilavA \AA \AA siaicnetop e siauta edadilaq ed samelborp megrus edno rasilana omoc ranimreteD .etnemraluger adamrofni epiuge a retnam arap edadilaq ed sohlesnoc recelebatsE .oic \AA on etnematerroc sasioc sa rezaf arap avitneverp arutluc amu recelebatse a aicn \AA reg a uonisne .A.C.P .© \AA euq o rebas eved odnum odot ,zev ariemirp an otierid ol- \AA Zaf edneterp \AA cov eS ?of \AA udorp an sodarelot res maireved euq rop ,ariecnanif of \AA tseg an sodarelot of \AA s of \AA n sorre sO .of \AA neverp ad mev edadilaq A .etroN od aniloraC ,sdnalhgiH me asac artuo aus me seu \AA rev so avassap elE .nagols mu © \AA of \AA n \AA otiefed oreZ \AA .TTI aserpme an jetnediserP-ecIV ed etnetap a moc(edadilaQ ed roterID iof ,9791 a 5691 eD .seroiretna sapate san sodacifitnedi samelborp rigirroc arap siamrof sadidem emoT .amargorp on sodivlovne etnemavita of \AA tse euq seleuqa razirolav e recehnoceR .of \AA artsnimda \AA ad \AA birta iof of \AA atnemelpmi aterroc aus alep edadilibasnopser a otnauqne ,acinc \AA t atnemarref omoc o-odnazilitu , \AA orez sotiefed \AA sod oip \AA cirp o etnematerroc maracilpa sasenopaj saserpme sairjAv ,0691 ed adac© \AA an ,ybsorC araP .sol- \AA Vloser me mob res euq od ovitarcu siam aires samelborp rineverp edno of \AA tseg a ranisne aires ovitejbo ues euq uidiced ele edno ,enil-no acirb \AA amu me uo \AA emoc ybsorC pilihP ed arierrac A .edadimrofnoc of \AA n ad otsuc olep adidem © \AA euq ,sotisiquer soa edadilaq a ,ybsorC araP .yggeP asopse aus moc ,adir \AA lf ,kraP retniW me avarom ybsorC pilihP .ohnepmesed ed amron amu ed es-atarT .cnI ,II setaicossA ybsorC pilihP a uecelebatse e .A.C.P ad sovita so uorpmoc ,7991 mE \AA rez sotiefed \AA amargorp o arap of \AA ssimoc dirigidos a ayudar al desarrollo de los actuales y futuros ejecutivos. En 1952 lleg \AA a ser t \AA Acnico fiable para la Crosley Corporation de Richmond, Indiana. El est \AA ndar de calidad son los \AA ceros defectos \AA (o sin defectos). Crosby est \AA m \AA as estrechamente asociado con la idea de \AA ceros defectos \AA que \AA l cre \AA en 1961. Crosby equipara la gesti \AA n de calidad con la prevenci \AA n. GM, Chrysler, Motorola, Xerox, muchos hospitales, y cientos de corporaciones alrededor del mundo vinieron a P.C.A. para entender la Administraci \AA n de la calidad. El mejoramiento de la calidad es un proceso, no un programa; deber \AA a ser estable y permanente. \AA Los Principios Fundamentales Philip B. B.

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