

DEMING INTERACTION



W. Edwards Deming®

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The W. Edwards Deming Institute®

Korean translation: *Out of the Competition*

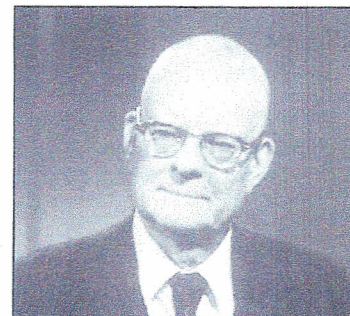
The Korean Standards Association Consulting Company and MIT Press recently released a Korean version of *The New Economics*, retitled *Out of the Competition*. The publication was made possible thanks in large part to efforts by Kiho D. Sohn, a self-described “1.5 generation” Korean who grew up in the U.S. exposed to the Korean culture.

Sohn believed he held a uniquely advantageous position to introduce new thinking processes in Korea, but initially his efforts to introduce system thinking had little impact.

When a group of professionals asked him to recommend a book for translation, Sohn seized the opportunity to suggest *The New Economics*.

Following thorough market research, the group accepted his suggestion and the translation project began. Two university professors and three industry professionals worked on the translation. Sohn's role was to assure that the translation contained the intended meanings, not just literal meanings. After several iterations, the translation was completed in less than a year.

To appeal to a Korean audience, *The New Economics* was published under the Korean title, *Out of the Competition*. The back cover carries reviews and praise from major companies in Korea. Sohn has given lectures in Korea to promote the translation to major companies and universities. ■



courtesy MIT Press

“What business ought we to be in five years from now? Ten years now? Will we still be making carburetors?”

— W. Edwards Deming
The New Economics, p. 54.

Deming Medal awarded to Toyota



Dr. Shoichiro Toyoda

The 2004 Deming Medal has been awarded Dr. Shoichiro Toyoda, Honorary Chairman of Toyota Motor Corporation. The medal, which is awarded annually by the American Society for Quality (ASQ), was presented to Dr. Toyoda at ASQ's annual congress in Seattle.

The citation for the 2004 medal reads: “Awarded to Dr. Shoichiro Toyoda for the Year 2004 for his commitment to continuous improvement within the Toyota Motor Corporation, his commitment to the strategic importance of quality, and his leadership in working to improve societal and environmental welfare through application of the Deming principles of management.”

Dr. Toyoda assumed the presidency of the integrated Toyota Motor Corporation upon the merger of the sales and production organizations in 1982, and served as chairman from 1992 to 1999. Toyoda earned B.S. and Ph.D. degrees in engineering at Nagoya University. In 1980, he received the Deming Prize in Japan for his contributions to quality control. In 1984, he received Japan's prestigious Medal with Blue Ribbon for outstanding public service through business.

Dr. Toyoda is a prominent spokesman for the automotive industry and has served as chairman of the Japan Automobile Manufacturers Association. He also has served as both vice chairman and chairman of the Japan Federation of Economic Organizations (Keidanren), and currently serves as honorary chairman of the organization. ■

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Letters to the Editor

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Pass Along

6 April 1981

Dear Sir,

Your article about Japan in TIME for 30 March 1981 is excellent, but the paragraph concerning my work is ridiculous and can do a lot of harm to American industry at the very time when they need guidance. Dr. Deming did not just give a lecture in 1950. He gave 35 lectures in the summer of 1950 to engineers and to top management. Six months later he was there again, and six months after that yet again. He has made 19 trips to Japan.

One trouble with American industry today is that top management supposes that one lecture or one day will do it. "Come, spend a day with us, and do for us what you did for Japan, that we too may be saved." It is not so simple. Few people in top management in America understand their responsibilities and know that they must serve a life term on quality and productivity from now on, under competent leadership.

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To the Editor
 TIME