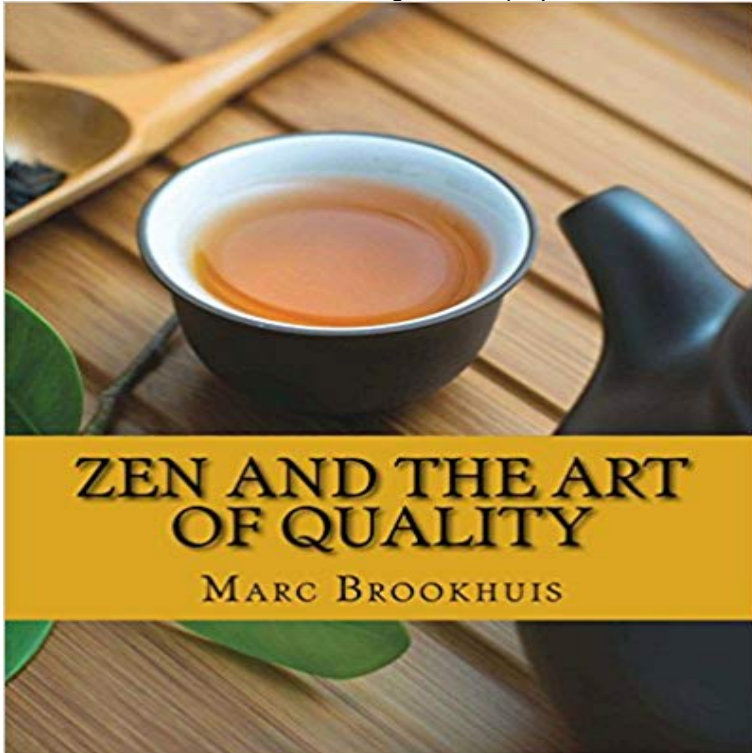


Zen and the Art of Quality (Eastern Philosophy Book 3)



Quality is one of the most often used concepts in our existence. But what are we actually talking about? What exactly do we mean when we speak about quality? This book tries to answer these questions and offers a way to look at quality. For this reason we go deeper in to Zen Buddhism: a philosophy in which quality plays a big part. About what kind of quality are we talking when it comes to Zen? And, what can we learn from this? In short, a research in quality in all its diversities. Dutch author Marc Brookhuis has written several books on zen, mindfulness and Eastern philosophy. He works as a zenteacher in The Netherlands and gives many courses like Zen & Archery and Zen & Mindfulness. Review: With the book Zen and the art of quality author Marc Brookhuis refers directly to the classic book of Robert Pirsig Zen and the art of the motorcycle maintenance. This book from 1974 describes a trip by motorcycle though the United States, but it is in fact a philosophical search for the meaning of quality. Brookhuis approach is the same. He looks at the definition of quality through a Zen Buddhistic perspective and asks pertinent questions: What is quality? What would happen if you would subtract quality from the world as a calculation? What is our involvement and our responsibility in delivering quality and good care? Zen and the art of quality gives depth to a concept important in everybodys life, which too often, under pressure of mercantile and economic principles, loses its true meaning. ((Kwinta - The information- and network platform of the Flemish Centre of Quality Care)

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