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Quality management for products and services

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Academic Publishing

Book aims to contribute to a thorough understanding of concepts related to quality of products and services, and quality management as competitive tools safe firms in terms of increasing globalization of markets and competition. Achieving quality should be done respecting legislation, market requirements and especially consumer needs. The quality system specific to an organization is designed to meet the needs of its internal management, but also to create and develop customer confidence in the ability of that organization to market only quality products or services.

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978-3-659-62623-4

Impressum / Imprint

Bibliografische Information der Deutschen Nationalbibliothek: Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über <http://dnb.d-nb.de> abrufbar.

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Bibliographic information published by the Deutsche Nationalbibliothek: The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available in the Internet at <http://dnb.d-nb.de>.

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Coverbild / Cover image: www.ingimage.com

Verlag / Publisher:

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ist ein Imprint der / is a trademark of

OmniScriptum GmbH & Co. KG

Heinrich-Böcking-Str. 6-8, 66121 Saarbrücken, Deutschland / Germany

Email: info@lap-publishing.com

Herstellung: siehe letzte Seite /

Printed at: see last page

ISBN: 978-3-659-62623-4

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