

Total Quality Management

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Total quality management is the culture of an organization committed to customer satisfaction through continuous improvement. This culture varies both from one country to another and between different industries, but has certain essential principles which can be implemented to secure greater market share, increased profits and reduced costs.

The journal provides up-to-date research, consultancy work and case studies right across the broad field of quality culture, quality strategy, quality systems, tools and techniques of total quality management and its implementation in both the manufacturing and service sectors.

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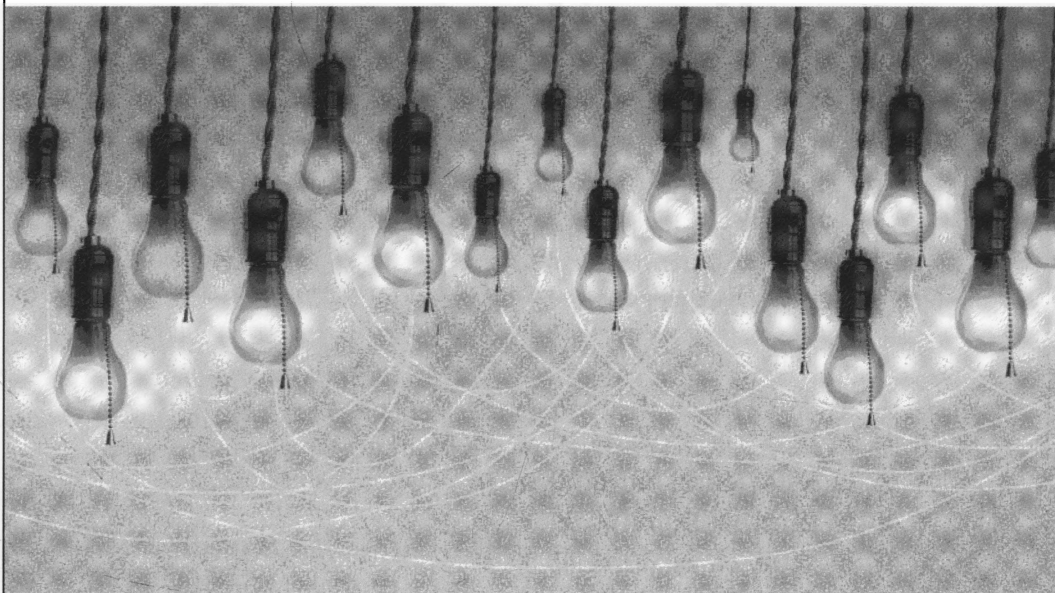
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