



Entrepreneurship Handbook Series for Smes: Practical Manual in TQM

By MR Ayman Mahmoud Alminawi

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: Arabic . Brand New Book ***** Print on Demand *****. This book emphasizes Total Quality Management. It helps entrepreneurs and business managers elevate their product and service quality standards in practical way, using practical tools. It also is supported by an online reference offering various tools and files for executive managers to use. The book offers introduction to how businesses and organizations run their operations. Various aspects are highlighted in conjunction to quality, including: cost of quality, total quality management, international quality systems, and excellence performance standards. In this context, a pragmatic, practical roadmap is suggested aimed at applying Total Quality Management within the different types of businesses and organizations. Several TQM concerns are also touched on, incorporating: performance trilogy (productivity, efficiency, and effectiveness), and quality planning, quality assurance, and quality control. Further, many practical techniques and tools are demonstrated, and a few case studies and contributions made by local experts are exhibited. Finally, this book is so designed that users and readers benefit the most from practicality-driven illustration methods and aids.

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