

Total Quality Management (TQM)

The Key to Success for Business Survival

Empirical Study

成功



"The real challenge to management is to improve quality while reducing cost because that is what today's customers want"

Masaaki Imai, Quality Guru

The Secret of Competitive Success



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The Secret of Competitive Success

MD. FAUZI AHMAD@MOHAMAD



2015

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First Publish 2015

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Perpustakaan Negara Malaysia Cataloguing—in—Publication Data

Md. Fauzi Ahmad @ Mohamad,
Total Quality Management (TQM): The Key to Success for Business
Survival / MD.FAUZI AHMAD @ MOHAMAD.

Includes index

Bibliography: page 109

ISBN 978-967-0764-26-9

1. Total quality mangement. 2. Quality assurance.

I. Title.

658.4013

Published by:

Penerbit UTHM

Universiti Tun Hussein Onn Malaysia

86400 Parit Raja,

Batu Pahat, Johor

Tel: 07-453 7051 / 7454

Fax: 07-453 6145

Website: <http://penerbit.uthm.edu.my>

E-mail: pt@uthm.edu.my

<http://e-bookstore.uthm.edu.my>

Penerbit UTHM is a member of
Majlis Penerbitan Ilmiah Malaysia
(MAPIM)

Printed by:

Percetakan Muafakat Jaya Sdn. Bhd.

No.6 Jalan Perdagangan 16,

Taman Universiti Industrial Park,

81300 Skudai, Johor

DEDICATED

*To my beloved mother and father,
Haji Mohamad and Hajjah Mariah.
My family, Fatan Adibah, Faiza Idina
and Faiz Saffin,
My Dearest Sisters and Brothers
Fadzil, Fauziana, Fariza, Fuad
and Fatimah Nur*

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