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IS TOTAL QUALITY MANAGEMENT ENOUGH FOR COMPETITIVE ADVANTAGE? REALITIES IN ORGANIZATIONS IMPLEMENTING CHANGE INITIATIVES: WITH EXAMPLES FROM THE UNITED STATES AND THE DEVELOPING WORLD

Is Total Quality
Management Enough For
Competitive Advantage?
Realities in Organizations
Implementing Change
Initiatives: with Examples
from the United States and
the Developing World

Jamal K. Al-Dabal

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