



Strategic Management: Total Quality and Global Competition

Michael J. Stahl, David W. Grigsby

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Strategic Management is the first text to integrate strategic management with the themes of total quality strategy/management and global competition. International competition is viewed as the force offering customer choices and therefore driving TQM. Suitable for all strategy courses, this book is designed for lecturers and students throughout the world who understand the pervasive impact of international competition on the practice of strategic management. Examples, cases, data and references about organizations in Europe, North and South America, Asia, Australia and Africa can be found throughout the text.

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