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## STUDY OF IMPACT OF QUALITY MANAGEMENT PRACTICES IN SERVICES COMPANIES



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | TQM from Service provider's perception and Service Quality from Customer's perception for Indian MBA Education Institutes and Indian Hotels | The Research Book focuses on developing two models viz: SQM (Service Quality Management) & TQM (Total Quality Management). Based on Primary & Secondary research a set of factors have been identified for both the models & an instrument has been developed for two Service Sectors viz: (i) Management Education Institutes & (ii) Hotels...

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