

Customer-Oriented Quality Management in the Automotive Industry: In Cooperation with Saab Automobile AB, Trollh?ttan

Marit Breitfeld

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MA-Thesis / Master, die am 27.05.2004 erfolgreich an einer Universit?t in Schweden im Fachbereich Business eingereicht wurde. Abstract: In times of severe competition, it is of crucial importance to create a competitive advantage to differentiate from th



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