



Customer-Oriented Quality Management in the Automotive Industry

By Marit Breitfeld

Diplom.De Feb 2005, 2005. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, Linnaeus University (Business), language: English, abstract: Inhaltsangabe:Abstract: In times of severe competition, it is of crucial importance to create a competitive advantage to differentiate from the competitors and to sustain the business of the company. This thesis intends to show that a customer-focused quality management is one way to create a sustainable competitive advantage. Quality controls along the whole value chain -before, during and after production- leads to failure free products, which save costs on the one hand and have thus a positive influence on the company's revenue. On the other hand failure free products that meet the customers expectations lead to satisfied customers who build up a brand loyalty and conduct retention sales, which have a positive influence on the company's sales, market share as well as the overall image. Furthermore, this thesis points out that it is important to listen to the voice of the customers and get an insight in...



[DOWNLOAD PDF](#)



[READ ONLINE](#)

[3.46 MB]

Reviews

This composed book is excellent. it was actually written very perfectly and valuable. I found out this book from my i and dad advised this book to learn.

-- **Maymie O'Kon**

Here is the finest ebook i have got read until now. It really is simplistic but excitement within the 50 percent in the book. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Lupe Connelly**

Other Kindle Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How and Which Niche? Market Analysis: Who Are...



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How can inclusive early educators plan and deliver...



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing, IMing, Text Messaging, Video Games. iPods. Kids today are plugged into...
