

THE INFORMATION IN SHAPING OF COMPETITIVE SUPERIORITY ON BASIS OF TQM REQUIREMENT

Summary

One of essential conditions of competitive obtainment of superiority is gaining over information permitting to show the superiority of enterprise on rivals. The lack of information be treated as essential restriction, decisive about effectiveness negatively functioning organization. The utilization of conception in work was showed on possibility the TQM in formation the competitive superiority. In the work was showed the utilization possibility of principles the TQM, assurance aim of competitive superiority.

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