



## Quality Management – Certification

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***Strategic analysis in a quality approach: internal and external issues***

Defining the primary challenges of an organization is an essential exercise for developing effectively. This is also a decisive criterion for obtaining ISO 9001 certification, put forward by many companies or local authorities. This is why this new book will be appreciated by those who wish to prove the quality of their working methods.

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In the first part, the authors recall the basic notions of business strategy (competitive advantage, development strategies, growth modes, benchmarking, monitoring, etc.) and present some strategic analysis models. The second part is devoted to the presentation of a detailed case study through the complete diagnosis of the internal and external issues of a parapharmaceutical company wishing to migrate to the 2015 version of ISO 9001.

A true reference methodology for all organizations wishing to implement a quality approach, whatever their sector of activity or market.

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> ISBN: 978-2-12-465747-6 – 136 pages – €24.64 excluding tax

> Publication: September 2020

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