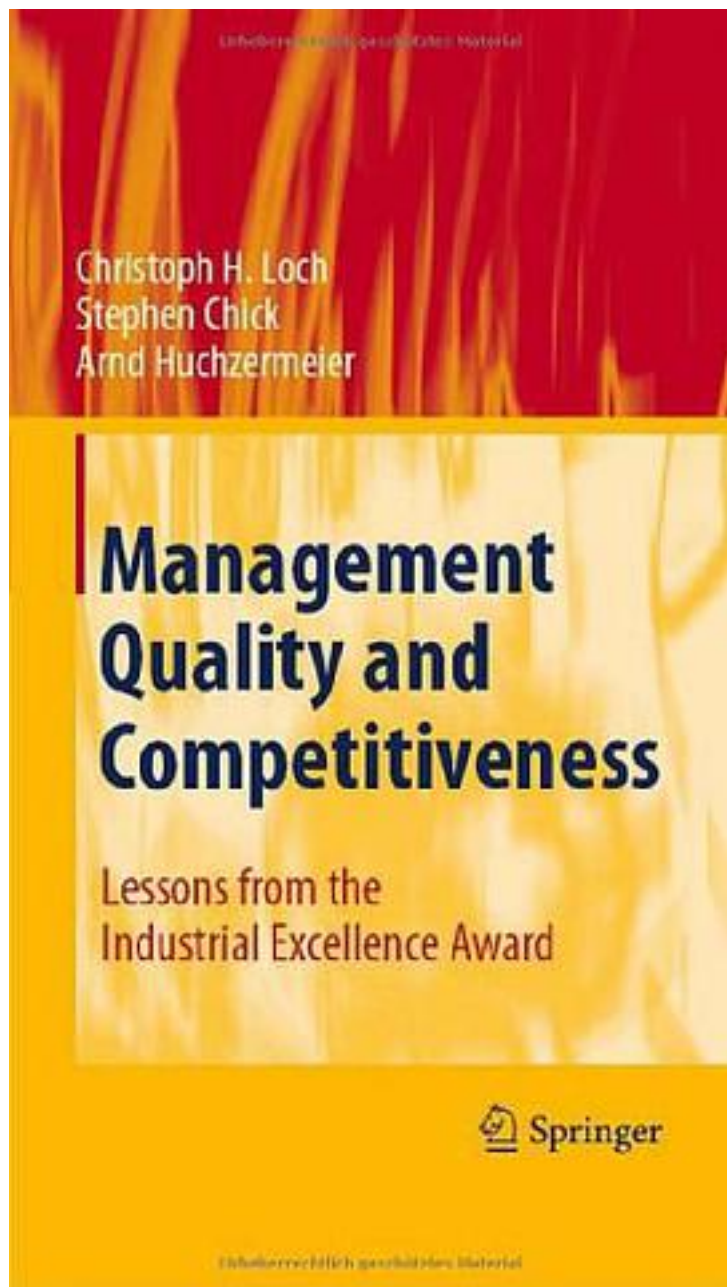


# Management Quality and Competitiveness



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著者:Huchzermeier, Arnd

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This book showcases examples of excellent manufacturing companies who have succeeded in creating value and job growth in Western Europe. The examples show managers of industrial firms how a clearly articulated strategic position can be combined with excellent execution to achieve competitiveness in Europe, in spite of the usually cited disadvantage of high labor costs and rigidity. Not every company is alike a " strategic positions differ, and the means of execution differ, but what is common is a clear plan together with mobilization of all employees to apply their abilities in supporting this common plan. The book is indispensable reading for all managers that are interested in improving competitiveness.

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