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Title	The need to introduce total quality management, a prerequisite for maintaining competitive advantage in the marketplace
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Abstract	<i>Total Quality Management is implemented in economic organizations and non-economic actions, specific management actions and decisions of each. The quality of strategic planning and vision must be based on development organization, to ensure continued competitiveness and sustainable development organization. A special role is planning desires of all stakeholders because it is only possible by extending the range of organizational objectives and balance resources to achieve them.</i>
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