



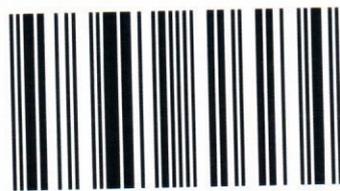
Anca Madar
Nicoleta Andreea Neacsu

Quality management for products and services

 **LAMBERT**
Academic Publishing

Book aims to contribute to a thorough understanding of concepts related to quality of products and services, and quality management as competitive tools safe firms in terms of increasing globalization of markets and competition. Achieving quality should be done respecting legislation, market requirements and especially consumer needs. The quality system specific to an organization is designed to meet the needs of its internal management, but also to create and develop customer confidence in the ability of that organization to market only quality products or services.

Graduated from the Faculty of Commerce at AES, Bucharest (1986). PhD. in Economics specialized in the Science of Commodities, AES Bucharest, 2003. Assoc. Prof., Course Coordinator for the disciplines: "Fundamentals of the Commodity Science", "Science of Non-food Commodities", "Merchandise Expertise", "Quality Management Services".



978-3-659-62623-4

Impressum / Imprint

Bibliografische Information der Deutschen Nationalbibliothek: Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über <http://dnb.d-nb.de> abrufbar.

Alle in diesem Buch genannten Marken und Produktnamen unterliegen warenzeichen-, marken- oder patentrechtlichem Schutz bzw. sind Warenzeichen oder eingetragene Warenzeichen der jeweiligen Inhaber. Die Wiedergabe von Marken, Produktnamen, Gebrauchsnamen, Handelsnamen, Warenbezeichnungen u.s.w. in diesem Werk berechtigt auch ohne besondere Kennzeichnung nicht zu der Annahme, dass solche Namen im Sinne der Warenzeichen- und Markenschutzgesetzgebung als frei zu betrachten wären und daher von jedermann benutzt werden dürften.

Bibliographic information published by the Deutsche Nationalbibliothek: The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available in the Internet at <http://dnb.d-nb.de>.

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Coverbild / Cover image: www.ingimage.com

Verlag / Publisher:

LAP LAMBERT Academic Publishing

ist ein Imprint der / is a trademark of

OmniScriptum GmbH & Co. KG

Heinrich-Böcking-Str. 6-8, 66121 Saarbrücken, Deutschland / Germany

Email: info@lap-publishing.com

Herstellung: siehe letzte Seite /

Printed at: see last page

ISBN: 978-3-659-62623-4

Copyright © 2014 OmniScriptum GmbH & Co. KG

Alle Rechte vorbehalten. / All rights reserved. Saarbrücken 2014

Anca Madar

Nicoleta Andreea Neacșu

**QUALITY MANAGEMENT FOR
PRODUCTS AND SERVICES**