

Moving from Product Quality to Organization Quality to Achieve Sustained Success of an Organization The Future of ISO 9004

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Abstract

The success factors of organizations are developing continuously and every few year's new success factors are added to the complex demanding and ever-changing competitive environment in which organizations operate. There is no doubt that the primary focus of an organization should be to achieve higher satisfaction of its customers by implementing rigorous processes to continuously improve its products and services quality - but in the current competitive environment this is not enough to achieve sustained success. Organizations have to move from Product Quality to the next level of Organization Quality by implementing an effective and efficient management system that is led by top management and is focused on the organization ability to meet the needs and expectations of its customers and other relevant interested parties, over the long term as the way to achieve sustained success of the organization.. The new version of ISO 9004 planned to be published in 2018 will provide a guidance to organizations to achieve sustained success.

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