

# QUALITY AND QUALITY MANAGEMENT IN THE CONTEXT OF GLOBALIZATION

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## ABSTRACT

In a globalized economy, quality is an important factor in increasing performance in terms of competitiveness. This article makes an analysis of the evolution of the concept of quality and defining the elements of quality management.

From those who introduced the concept of quality management: W.E.Deming, J.M.Juran, A. Feigenbaum and through the historical experiences of countries such as Japan or the U.S.A., which achieved the highest rate in the field, it follows the way in which and other economies have adopted these models. Having a beneficial role in meeting human needs but also an important impact on the environment and life quality management became the subject of interest for various regional and global organizations which follow the way in which the quality can provide a clean and safe planet.

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