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(Fisher,1996:5) ( ) (kenneths,1976:2) (TQM)

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" ( 75 : 2000 )

" ( 489 :2000 ) "

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(Wadsworth, 1986:6)

(Mitra, 1993:28)

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(Colombo,1995: 8)

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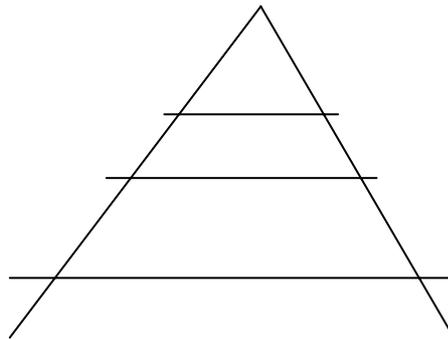
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(Sayle,1994:24) (Farrow,1987:12) (Hansen,1994:1)  
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" (Effectiveness)

.(Daft,2001:64)

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