

Standardization - Challenge and opportunity: What managment and staff should know. Including 11 practical examples and 39 practical tips (QuickInfo)

Guido Gürtler

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Standards shape markets. Without them there would be chaos. They are relevant for enterprises and other organizations, stamping their success.

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This compact book of the internationally experienced standards expert Guido Gürtler may be more than helpful for employees and management, regardless of whether they are already actively involved in standardization or want to start using the given opportunities, to the benefit of their enterprise.



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