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IB > Vol.4 No.3, September 2012

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## Study on the Construction of Enterprise Quality Culture for Brand Strategy

PDF (Size: 72KB) PP. 260-264 DOI: 10.4236/ib.2012.43033

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### ABSTRACT

Enterprise quality culture is an important part of corporate culture, but it is often overlooked by enterprise, thus restricting quality level and quality image improvement to a large extent. In this paper, the construction of enterprise quality culture is deeply discussed, aiming at helping enterprise deeply understand the essence of quality culture, combining with brand strategy for the construction of enterprise quality culture.

### KEYWORDS

Quality Culture; Brand Strategy; Quality Culture Construction

### Cite this paper

Z. Gao, J. Ye and Y. Huang, "Study on the Construction of Enterprise Quality Culture for Brand Strategy," *iBusiness*, Vol. 4 No. 3, 2012, pp. 260-264. doi: 10.4236/ib.2012.43033.

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