

Rising Economics Power of Quality

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ASQ, in association with Forbes Insights — the research arm of Forbes magazine — will explore the “Rising Economic Power of Quality” to identify those organizations that have attained leadership through quality management, and examine the overall impact of quality on driving competitiveness in the 21st century. The research, which will be based on the observations of executives and quality professionals from across the globe, will help identify the links between quality efforts and corporate performance. This will include looking at the evolving business value of quality, and the tools and platforms making a difference, as well as plans to move forward with quality efforts. The actionable research will provide companies with a roadmap toward better connecting quality efforts and corporate performance no matter where they are in their state of quality maturity.