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## QUALITÄTSMANAGEMENT IM INTERKULTURELLEN KONTEXT

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**Abstract.** The article shows the impact of intercultural differences concerning the understanding of concepts of quality. Starting with the development and definition of the term quality the focus will be based on the customer related quality criteria. According to this approach aspects of product quality like design, function, image, brand, service, usability, profitability and reliability of products on the one hand as well as marketing strategies on the other hand play an important role within the intercultural context. Quality, highlighted under the topic of intercultural management, is not so clearly defined as management will try to convince us it is. The term includes values and attitudes, constructed and defined by customers of a cultural background, shared in common, so it has to fulfill the needs of this specific cultural group and therefore must be adapted. The article closes with some suggestions concerning the requirements on expatriate leadership.

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