



# Competitive Quality and Innovation

*Pierre Maillard*

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The aim of this book is to present new quality practices adapted to the specifics of innovation processes in order to increase their chances of success while also facilitating support of the creators who are often put off by the constraints of traditional quality management methods. These practices are applied in businesses of all sizes who do not want to broadcast on this subject as they are at the center of the factors that make them competitive. These quality approaches, which are specific to each innovation process, rest on a common methodological platform that is at the core of this book.

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