A survey of quality awareness within the commercial printing industry

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Abstract
Quality issues are receiving increasing attention from many industries. The commercial printing industry is showing similar concern. Quality is often used as a marketing tool. This thesis surveys the top management of American commercial printing companies on their awareness of, practice of, and benefit from currently recognized quality control concepts and methods. The National Association of Printers and Lithographers assisted in the survey by providing design and mailing services. The survey mailing went to the membership of N.A.P.L. and to an additional fifteen hundred commercial printing companies. The responses to this survey were compared to similar surveys conducted in 1987 and 1986 by the American Society for Quality Control (ASQC). The ASQC surveys polled executives from a variety of industries. The populations of ASQC's surveys consisted of executives from both Fortune 500 and smaller companies. Conclusions were made that the individuals in the commercial printing industry, as sampled by this study, have a limited awareness of quality concepts, are not practicing many quality improvement methods, and strongly believe that improving quality has tangible benefits. The conclusion was also made that American industry as a whole has a higher level of sophistication concerning quality issues than does the commercial printing industry in America.

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and the environment the company works in. 8 Survey of the pharmaceutical industry in Russia, 2012. Figure 5. In what areas does your company encounter the greatest difficulties? (Results of 2012 and 2010 surveys). been the subject of numerous discussions within the professional community, and diametrically opposed views were expressed in the process of determining how they were to be applied. The overwhelming majority of respondents took the view that the introduction of the above-mentioned prohibitions had not led to companies reducing the number of medical representatives on their staff and seeking new ways of interacting with the medical and pharmaceutical community.