

MEASURING PERFORMANCE IN BUSINESS PROCESS MANAGEMENT: JURAN'S QUALITY MODEL

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Abstract

This paper focuses on defining elements of the determinants of performance in contemporary society. The case study is based on Juran's quality model. In our opinion, a key step in the exploration of potential strategies for any country interested in developing, in the near future, a strong real estate industry, in this particular matter, including, of course, Romania, is a thorough review of the current available research on real estate industry, without the intent of being in any way a limitative one.

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