

**Total quality management
as an example**

from USA to Japan

Chapter 4. Moran. Global leaders learning from others and change

Change

change requires preparation
and planning

- 1 reason
- 2 reason
- 3 reason

driving forces of
social and tech
change

- 1 globalization of markets,
consumerism and work-
forces
- 2 transformation of traditional hierarchy into more
participative, multinational or global network
- 3 fragmentation of work and creation of
global job market
- 4 ascendancy of knowledge and info
services as primary global products

role changes