



SUDAN UNIVERSITY OF SCIENCE AND TECHNOLOGY
COLLEGE OF GRADUATE STUDIES

Impact of implementing ISO 9001 on marketing management

Case study: Giad motor company

أثر تطبيق الآيزو 9001 علي إدارة التسويق
دراسة حالة: شركة جياذ للسيارات

A Dissertation Submitted in Partial Fulfilment for the
Requirements of (MSC) degree in Total Quality
Management

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