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**AMIC WORKSHOP ON
TOTAL QUALITY MANAGEMENT FOR
NEWSPAPERS AND MAGAZINES,
KUALA LUMPUR,
JUN 13-14, 1996**

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iv (various pagings)

Topics discussed during the workshop included total quality management for newspapers and magazines; setting up a total quality management programme; implementation of a total quality management; streamlining the organization for total quality management; improving quality in the editorial department; and quality management strategies.

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1. Programme & List Of Participants. 8p.
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By Volker Illert. 45p.
3. Setting Up TQM. By Arnold Heidenreich. 37p.
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7. Improving Quality In The Editorial Department. By Volker Illert. 67p.
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