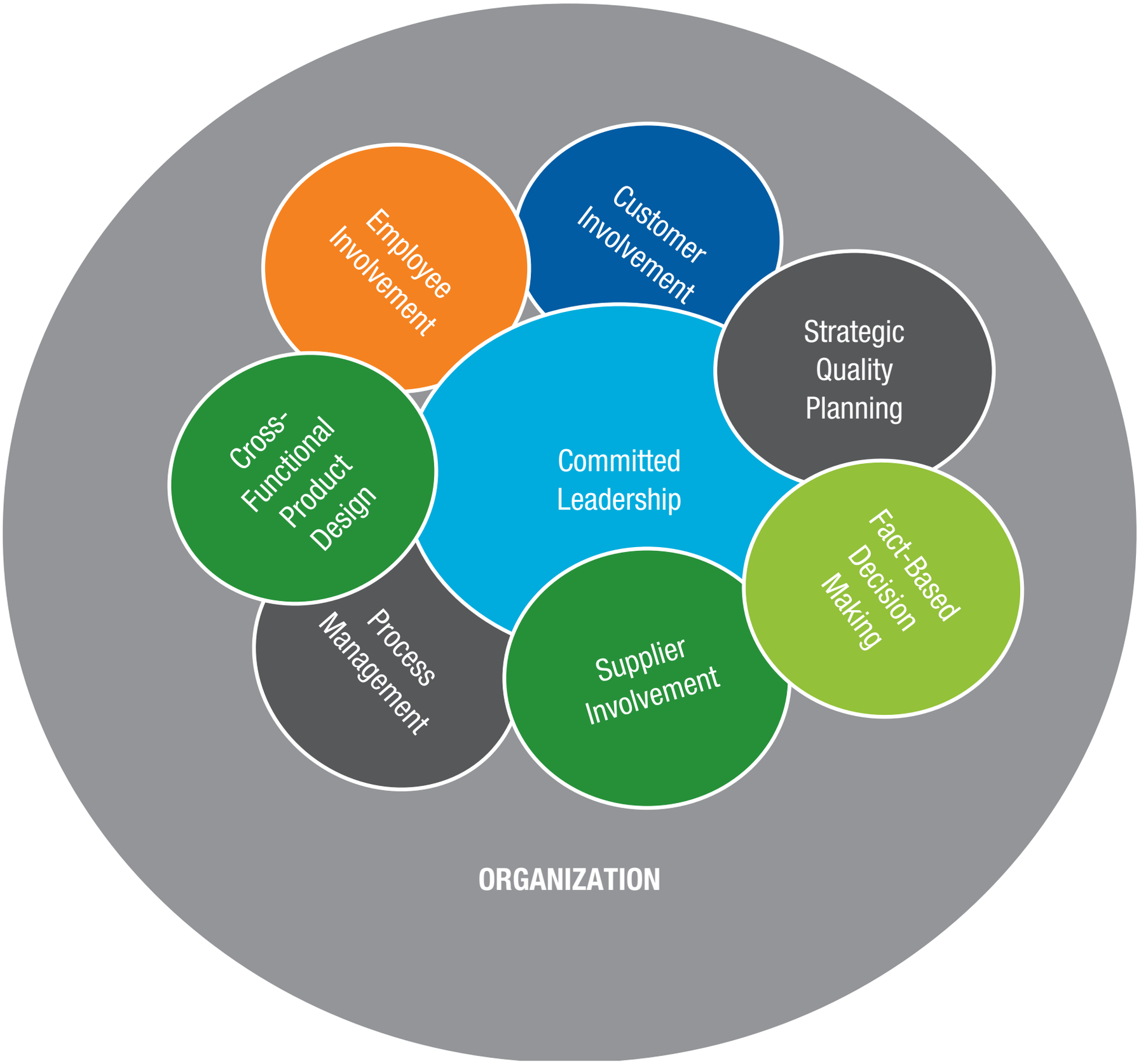FIGURE 5.2: Key Aspects of Total Quality Management