

## Erratum

This article has been withdrawn as it was published elsewhere and accidentally duplicated. The original article can be seen here: [10.1108/09596119410052071](https://doi.org/10.1108/09596119410052071). When citing the article, please cite: Sally J. Messenger, Tony Atkins, (1994), "The Prudential Experience of Total Quality Management", *International Journal of Contemporary Hospitality Management*, Vol. 6 Iss: 1/2, pp. 37 - 41.