

<b>ISO: THE PERCEPTION</b>	<b>ISO: THE REALITY</b>
<i>ISO is on the way out</i>	<b>ISO certification has steadily increased since 2004 and is now in 178 countries (2010 survey)</b>
<i>ISO 9001 is very bureaucratic</i>	<b>In 1994 there were 22 mandatory procedures, now there are only 6 (ISO 9001: 2008)</b>
<i>ISO is out of touch with business</i>	<b>ISO 9001:2008 was created with input from business experts in over 70 countries</b>
<i>ISO seems too rigid</i>	<b>ISO explains ‘what’ should be done and ‘why’ it should be done, but always leaves the ‘how’ entirely up to the organisation</b>
<i>I hate paperwork</i>	<b>ISO allows <i>any</i> medium</b>
<i>ISO 20252 is divorced from the market research industry</i>	<b>ISO 20252: 2006 was created after consultation with both the Market Research Society &amp; IQCS and now 99 UK MR companies have an ISO certificate (2010 RBG)</b>
<i>ISO is only for large corporations</i>	<b>ISO is for all businesses, irrespective of size and type</b>
<i>ISO is very out of date</i>	<b>ISO is leading the way in Environmental Management (launched in 2004), Information Security (launched in 2005) &amp; Social Responsibility (launched in 2010)</b>