Abstract
The debate about quality in and of education is, very interesting and very complex. This essay comes up with a reflection about it based on some axes that have hardly been analysed. It shows us a corporate vision from the educational perspective. Training companies, such as the particular case we are going to analyse, Master-D, take the particular praxis that quality is necessarily a guarantee of future and progress.

Keywords
Company, client, quality, training, open training, e-learning, blended learning, distance learning.