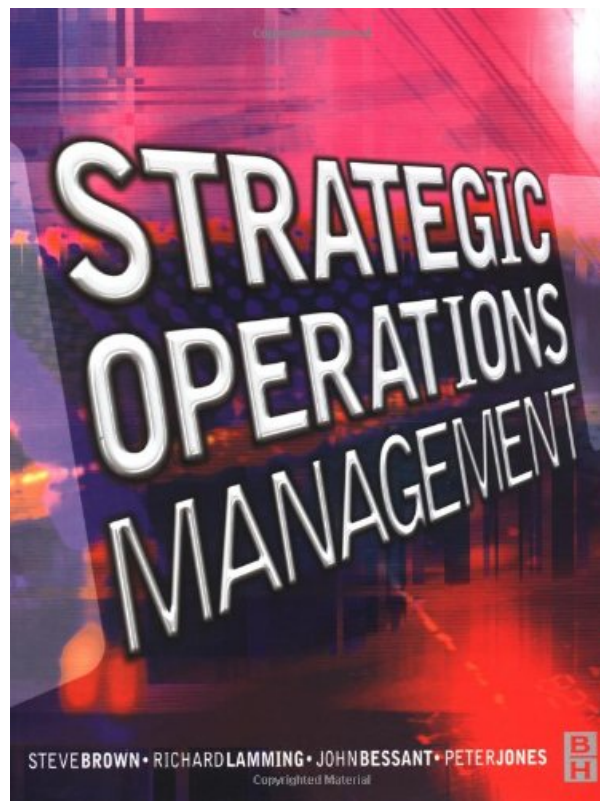


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"Based on contemporary academic research, this book is shedding new light on the strategic importance of operations management for the competitiveness of both manufacturing and service organisations."

Professor Ted Lindblom, School of Economics and Commercial Law, Gothenburg University, Sweden.

"This text, with its emphasis on innovation and the supply chain represents a significant shift away from the more traditional treatment of Operations Management."

Dr David Bennett, Professor of Technology Management, Aston Business School.

"It is a breath of fresh air in what is the new paradigm in the teaching of operations management...this will be right on target with fulfilling a true strategic approach."

Dr Joseph L. Cavinato, Distinguished Professor of Supply Chain Management and Senior Vice President, National Association of Purchasing Management, Arizona State University, USA.

## **About the Author**

Steve Brown is the author of numerous books, a Bible teacher on the daily radio program "Key Life", founder and president of KeyLife Network, an international conference speaker, and professor of communications and practical theology at Reformed Theological Seminary in Orlando, Florida.

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'Strategic Operations Management' examines the latest thinking in this fast-moving area.

Businesses constantly face ongoing and increased amounts of competition. Coping with this competition demands that strategies must be already in place which can deal with key questions such as:

- \* what business is the firm really in?
- \* what does the firm do best, and why, where, and how can it outsource some of its activities?
- \* how can opportunities become quickly exploited and how can the firm's capabilities help to ward off external threats from new and existing players?

This text believes that successful operations management depends on having strategies in place which combine both manufacturing and service areas into an overall customer offering. This means that strategic relations must be established with other players - operations management is no longer a firm-specific matter.

'Strategic Operations Management' combines four themes; strategy, services, innovation and management of relationships both in the supply chain and with other players. This is done by dividing chapters into a past/present/future scenario approach which illustrates how these strategies affect business.

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Content is thought provoking and challenging - excellent in terms of stimulating debates

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- Sales Rank: #11432550 in Books
- Brand: Brand: Butterworth-Heinemann
- Published on: 2000-06-19
- Original language: English
- Number of items: 1
- Dimensions: 9.64" h x .64" w x 7.44" l, 1.26 pounds
- Binding: Paperback
- 296 pages

Features

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