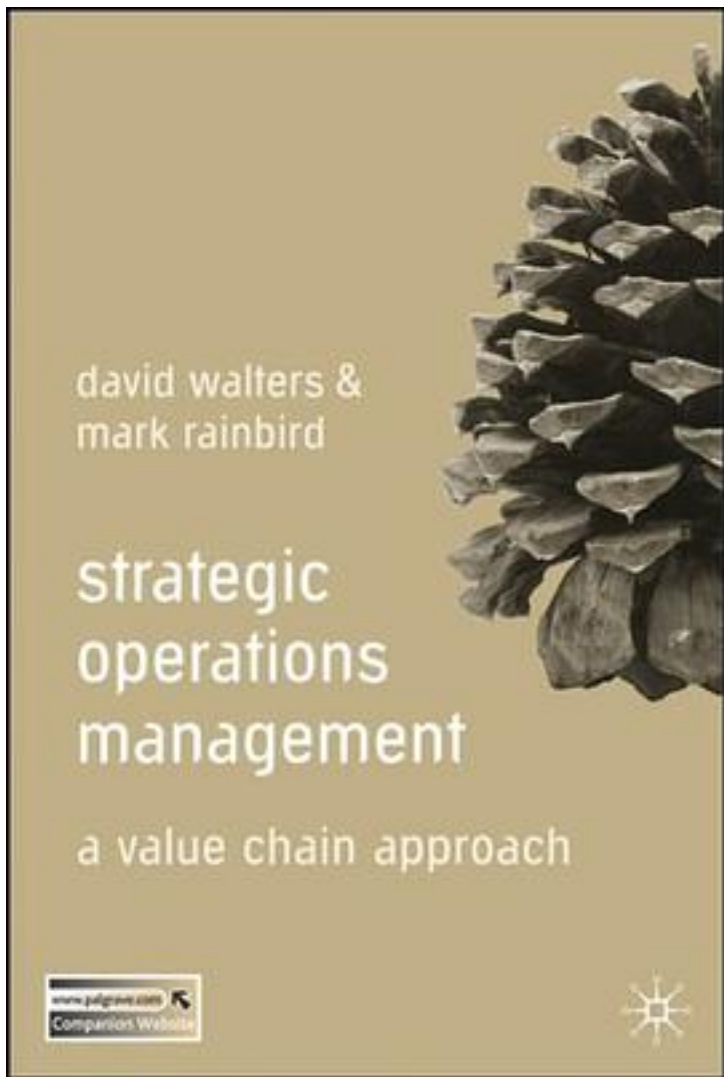


Strategic Operations Management



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出版者:Palgrave Macmillan

出版时间:2007-02-06

装帧:Paperback

isbn:9780230507654

The value chain framework has made its way to the forefront of management thought as a powerful analysis tool for strategic planning. Its ultimate goal is to maximize value creation while minimizing costs. In this book David Walters applies the framework to strategic decision making in the field of operations management. Also available is a companion website with extra features to accompany the text, please take a look by clicking below - <http://www.palgrave.com/business/walters/index.asp>

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