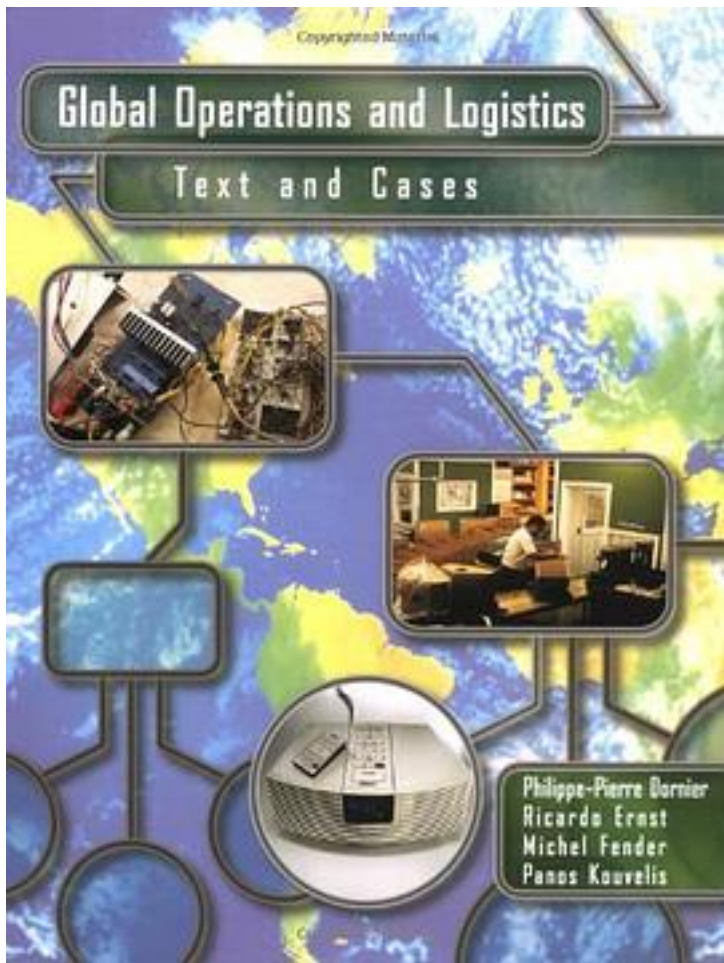


Global Operations and Logistics



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This book addresses the process of global operations management-from strategic thinking all the way through planning and execution. It demonstrates the implications for the different functional areas involved like operations, marketing, and information

systems and contains numerous cases from Europe, the U.S., Latin America, and Asia.

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