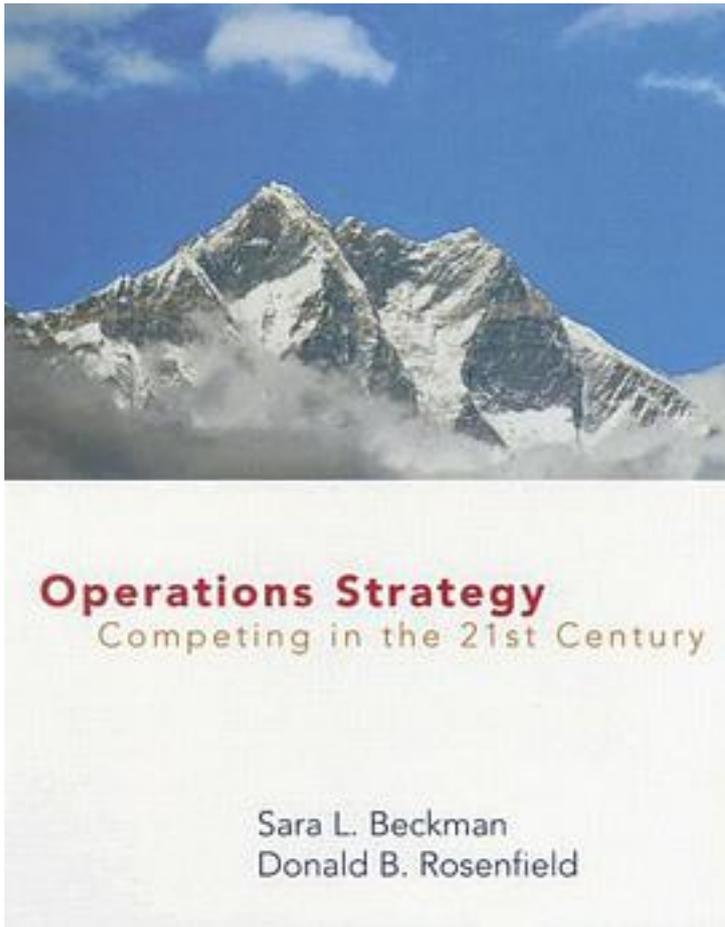


Competing in the 21st Century



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著者:Beckman, Sara L., Ph.D./ Rosenfield, Donald B., Ph.D.

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"Operations Strategy: Competing in the 21st Century" addresses the basic decisions leaders of operations must address including: vertical integration, capacity, facilities, process technology, information technology, sourcing, business process management,

capabilities development and supply chain integration. In doing so, the book integrates strategic considerations with analytical models, thereby providing a comprehensive view of these critical decisions and the tools used to help make them. The themes and conclusions offered by the authors are based on recent research, particularly from the Leaders for Manufacturing program at MIT. Students and instructors can be sure that they are receiving the most up-to-date examples of companies engaged in making these decisions.

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