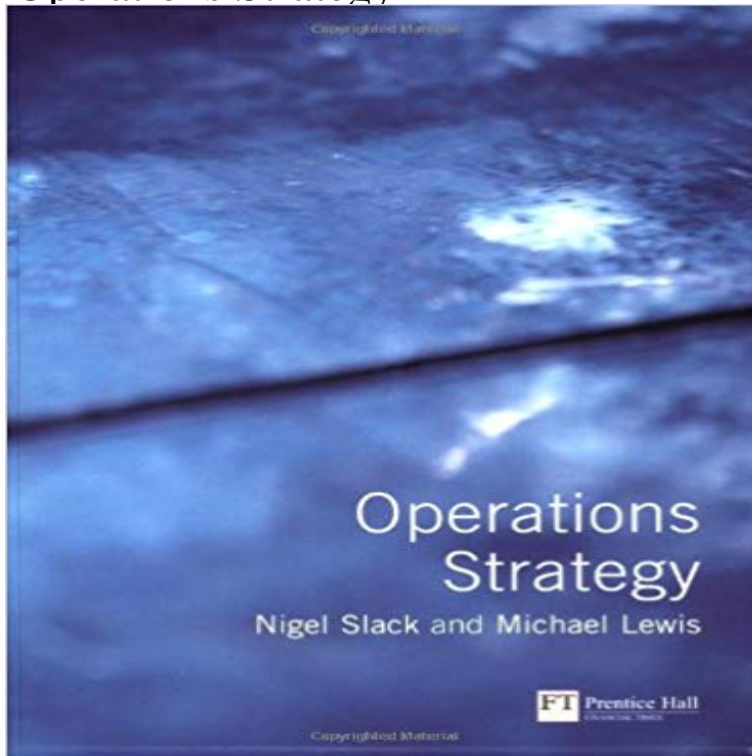


Operations Strategy



Building on the success of the Slack et al Operations Management text, now in its third edition, this major new text provides a comprehensive and refreshing insight into the more advanced topic of operations strategy. This is particularly timely because of the increasing demand for courses in operations strategy at all levels. Practitioners and academics alike are waking up to the power which can be released through the effective strategic management of any organisations operations resources. In fact, operations is increasingly seen as the area where the dynamic requirements of the marketplace and the developing capabilities of the organisations resources must be reconciled. Building on concepts from strategic management, operations management, marketing and human resources, this text takes the reader towards a rich and potent understanding of operations strategy, making it suited to the needs of advanced undergraduates, postgraduates and practising managers.

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