



Operations Strategy

Design, Implementation and Delivery

1st edition

Terry Hill, Alex Hill

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This new core textbook, underpinned by rigorous academic research and industry best-practice, offers a practical approach designed to provide students with the tools and techniques required to design and develop an operations strategy. Authored by two of the most well-respected authorities in the field, the book's clear and accessible content explains how operations strategy can create value for an organisation and positively impact on business performance. Case studies with international relevance and which draw on examples from a wide range of industry sectors help students to link theory and practice, develop analytical and problem-solving skills, and gain an understanding of operations strategy in the real world. This textbook caters primarily for MBA students studying modules in Operations Strategy or Operations Management, and is also suited to postgraduate students studying Operations Strategy on specialist courses such as Operations and Supply Chain Management or Logistics and Operations Management. In addition, this is an important text for final year level...

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FEATURES

- Written by leading experts in the field of operations management strategy
- Original case studies based on the authors' research and consultancy work
- A range of engaging pedagogical features, including figures and tables, chapter summaries, reflections boxes, case studies with questions, references, and suggestions for further reading
- A clear methodology on how to plan, design and implement an operations strategy
- Insights into how an effective operations strategy can add value for an organisation