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• Between the different decision areas of operations strategy • Enable operations to set priorities that enhance competitive advantage • Highlight opportunities for operations to complement the business strategy • Make operations strategy clear to the rest of the organization • Provide the operating capabilities that will be required in the future TABLE 2.2 Criteria for evaluating an operations strategy

Pedagogical features include a coherent model of the subject that runs through the text and explains how the chapter fits into the overall subject; key questions that set the scene at the beginning of each chapter; definitions of key operations strategy terms; boxed examples illustrating real-world cases; theory boxes demonstrating the underlying principles that support the ideas discussed in ...

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