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Operations Management: A Strategic Approach

By Alison Bettley, David Mayle, Tarek Tantoush

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Operations Management: A Strategic Approach, Alison Bettley, David Mayle, Tarek Tantoush, 'This reader is an outstanding piece of work. It captures the essence of operations management by providing an interesting and sometimes provoking set of readings. It also provides an excellent review of the topic. Its approach to operations management is both topical and comprehensive. The editors have done an outstanding job of including many of the significant recent developments in the area, particularly in the technology and operations strategy areas' - Nigel Slack, Professor of Operations Strategy, Warwick University How have consumer demands, environmental and ethical concerns, the advancement of technology and the globalization of business changed and redefined operations management? This Reader explains new and emerging areas and re-evaluates some important mainstream issues. Leading specialists contribute their experiences and thoughts on four key areas. They are: - Strategy - makes the case for regarding operations as a strategic asset in their own right - Methodology - examines the myriad of approaches taken towards process improvement - Technology - asks why problems associated with the implementation of technology continue to dog organisations - Human Issues - repositions human input to...



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