



Global Operations Management

M. Therese Flaherty

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This groundbreaking text builds upon introductory operations management courses and presents conceptual frameworks to help students recognize and meet strategic international operations management challenges. Using a combination of original text, cases, and readings, "Global Operations Management" approaches its topic from the perspective of current American business, and emphasizes innovative projects undertaken to capture the promise of global competitive advantage. A very thoughtful selection of readings, many written by out most influential business scholars (e.g., Porter, Deming, Hofstede) helps students relate the cases to broader operations experience and issues.

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