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Sommario/riassunto

Operations management is important, exciting, challenging and everywhere you look! Important, because it enables organisations to provide services and products that we all need. Exciting, because it is central to constant changes in customer preference, networks of supply and demand, and developments in technology. Challenging, because solutions must be financially sound, resource-efficient, as well as environmentally and socially responsible. And everywhere, because in our daily lives, whether at work or at home, we all experience and manage processes and operations. 'Operations Management' focuses on the sustainable and socially responsible imperatives of operations management, using over 120 cases and illustrations of real-life operations around the world, including Apple, Medecins Sans Frontieres, Amazon, Ecover, Dyson, Disneyland Paris, Google, The North Face, and many more.
