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| Nota di contenuto | Cover -- IFC -- Title Page -- Copyright Page -- About the Authors -- Brief Contents -- Contents -- Preface -- Chapter 1 USING OPERATIONS TO CREATE VALUE -- Disney -- Role of Operations in an Organization -- Historical Evolution and Perspectives -- A Process View -- How Processes Work -- Nested Processes -- Service and Manufacturing Processes -- A Supply Chain View -- Core Processes -- Support Processes -- Supply Chain Processes -- Operations Strategy -- Corporate Strategy -- Market Analysis -- Competitive Priorities and Capabilities -- Order Winners and Qualifiers -- Using Competitive Priorities: An Airline Example -- Identifying Gaps between Competitive Priorities and Capabilities -- Addressing the Trends and Challenges in Operations Management -- Productivity Improvement -- Global Competition -- Managerial Practice 1.1 Japanese Earthquake and its Supply Chain Impact -- Ethical, Workforce Diversity, and Environmental Issues -- Designing and Operating Processes and Supply Chains -- Adding Value with Process Innovation -- Learning Goals in Review -- MyoMlab Resources -- Key Equations -- Key Terms -- Solved Problems -- Discussion Questions -- Problems -- Active Model Exercise -- Video Case using Operations to Create Value at Crayola -- Case Theorganicgrocer.com -- Supplement A Decision Making Models -- Break-Even analysis -- Evaluating Services or Products -- Evaluating Processes -- Preference Matrix -- Decision theory -- Decision Making under Certainty -- Decision Making under Uncertainty -- Decision |

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