

1. Record Nr.	UNINA9910298543603321
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Titolo	Strategic Management of Global Manufacturing Networks : Aligning Strategy, Configuration, and Coordination / / by Thomas Friedli, Andreas Mundt, Stefan Thomas
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2014
ISBN	3-642-34185-3
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (278 p.)
Collana	Management for Professionals, , 2192-8096
Classificazione	330 QP 320
Disciplina	658.5
Soggetti	Operations research Decision making Production management Globalization Markets Operations Research/Decision Theory Operations Management Emerging Markets/Globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Development of Production Management- from Site to Network Optimisation -- A Model for Network Design -- Clarification of the Initial Strategic Situation -- The Network Configuration -- Network Coordination -- Analysis and Design of Networks in Practice -- Outlook and Summary.
Sommario/riassunto	The preceding process of globalization and the continuously rising competitive pressure on manufacturing companies in more developed economies unveiled the limits of classical site-focused optimization approaches. The focus of network optimization shifts ever more towards an integrative view of manufacturing networks, striving for a harmonization of the strategy-, configuration- and coordination levels. This book presents such an integrative approach to the strategic management of manufacturing networks. Besides strategic network

requirements, this book discusses the derivation of an optimal global footprint and the optimization of network coordination activities. Special attention is paid to the site roles concept, especially to the concept of 'lead factory'. A large number of up-to-date cases from the producing industry enrich the book and provide the reader with vivid examples for the application of the presented concepts. Hence, this book is a must-read for both practitioners and academic researchers.

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