

1. Record Nr.	UNINA9910841206203321
Autore	Burtonshaw-Gunn Simon
Titolo	Essential Tools for Operations Management [[electronic resource]] : Tools, Models and Approaches for Managers and Consultants
Pubbl/distr/stampa	Chichester, : Wiley, 2010
ISBN	0-470-66185-2 1-119-20657-X 1-282-88881-1 9786612888816 0-470-66036-8
Edizione	[1st edition]
Descrizione fisica	1 online resource (166 p.)
Collana	Essential tools
Disciplina	658.5 658.8 658.8/12
Soggetti	Customer relations --Management Marketing --Management New products --Management Customer relations - Management Marketing - Management New products - Management Commerce Business & Economics Marketing & Sales
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	Essential Tools for Operations Management; CONTENTS; ACKNOWLEDGEMENTS; FOREWORD; BIOGRAPHICAL DETAILS; INTRODUCTION; 1. STRATEGIC MANAGEMENT; 2. BUSINESS PLANNING; 3. PRODUCT DEVELOPMENT; 4. SUPPLY CHAIN MANAGEMENT; 5. PEOPLE MANAGEMENT; REFERENCES; INDEX
Sommario/riassunto	The third book in the Essential Tools For series... on the topic of Operations Management Based on Simon Burtonshaw-Gunn's

successful The Essential Management Toolbox, this book focuses in greater depth on the topic of Operations Management. This third book covers the areas of marketing, CRM and Product Development. It offers the business person and consultant the tools to help the business person define and control these areas within their business. Check out the new series website featuring sample chapters, tool of the month and solve your management problem
