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	Altri autori (Persone)	SalamehMalik
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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