

# Operations Management Contemporary Concepts And Cases

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this text presents a number of case studies in operations management of varying length and rigor with several of the cases originating from harvard and darden the student cd rom packaged with the book is an interactive learning tool and brings the material to life

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interactive learning tool and brings the material to life

operations management is an area of management concerned with overseeing designing and controlling the process of production and redesigning business operations in the production of goods or services it involves the responsibility of ensuring that business operations are efficient in terms of using as few resources as needed and effective in terms of meeting customer requirements it is concerned with managing the process that converts inputs in the forms of raw materials labor and energy into outputs in the form of goods and or services the relationship of operations management to senior management in commercial contexts can be compared to the relationship of line officers to highest level senior officers in military science the highest level officers shape the strategy and revise it over time while the line officers make tactical decisions in support of carrying out the strategy in business as in military affairs the boundaries between levels are not always distinct tactical information dynamically informs strategy and individual people often move between roles over time

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se abordan las cuestiones que más interés despiertan en la gestión empresarial actual la gestión en un entorno global el compromiso ético de la gestión cultura y cambio organizacional toma de decisiones innovación diseño y estructura de organizaciones gestión del cambio y la diversidad gestión de recursos humanos motivación liderazgo dirección de equipos comunicación en la empresa y gestión de sistemas de información entre otros

customer relationship management crm has gone beyond traditional frameworks and immersed itself in innovative strategies customer relationship management contemporary concepts and strategies is a highly influential book this book examines the dynamics in crm due to cutting edge technologies and human centric approaches that redefine businesses engagement with their customers moreover this

book offers an all inclusive view of the current and future topography by investigating the deep impact of emotional intelligence on customer loyalty and coupling the transformative power of ai further we provide a robust guidebook for our readers by integrating theoretical foundations with practical applications we provide an outline to businesses for effective crm strategies and fostering sustainable customer relationships this book also addresses crm implementation across diverse markets and cultures by offering a unique perspective on the universal and adaptable nature of customer management strategies the insights presented in this book are vital for businesspeople managers and researchers so that they may leverage crm as a strategic tool for their respective success

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