

Third Edition

Operations Strategy

Nigel Slack
Michael Lewis

Ideal for Advanced Undergraduate and Postgraduate students, this book builds on concepts from Strategy, Management, Operations Management, Marketing and HRM to give students a comprehensive understanding of Operations Strategy.

Features

- Comprehensive and accessible with authoritative authoring and an excellent blend of Theory and practice
- A European context
- Engaging case studies
- Teaching resources including an Instructor's Manual with extensive case notes and PowerPoint notes at www.palgrave.com/askew

New to this edition

- This new edition has once more focused on the most significant topics in the subject. The 10 chapters have been slightly rearranged to give a clearer flow through the subject. New material has been added and coverage of some of the older topics has been refreshed.
- New topics include: the relevance of the operations strategy approach to any functional strategy; the importance of operations leadership; and the concept of operating models.
- Many of the popular case studies have been replaced with new cases added.
- Similarly, new examples have been included, although the most popular of the existing ones have been retained.
- The final two chapters on operations strategy implementation have been restructured around a clearer stage model.

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