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The diagram above illustrates the crucial role that operations plays in the global competitiveness of all organizations. It achieves this through the execution of an operations strategy (discussed here in Chapter 1) devoted to designing, improving, and then executing the production process by which the organization's services and products are created.

CHAPTER 1: Operations Strategy and Global Competitiveness ...

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Global Business Strategies for Responding to Cultural ...

A well-defined operations strategy aligns and optimizes processes and resources for achieving desired business results.

What are the business benefits of operations strategy?

Companies with a well-defined and documented operations strategy are better equipped to work more efficiently and effectively, align their internal resources to create lean and cost-effective processes, and ultimately implement a successful business strategy.

What Is Operations Strategy? | Cognizant

International and Global Management is concerned with the techniques and practices that are involved in directing and controlling international organisations. Thus, it covers all the issues that arise as a consequence of international and global strategies. In practice, strategy and management at the senior level of a company are inter-related.

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