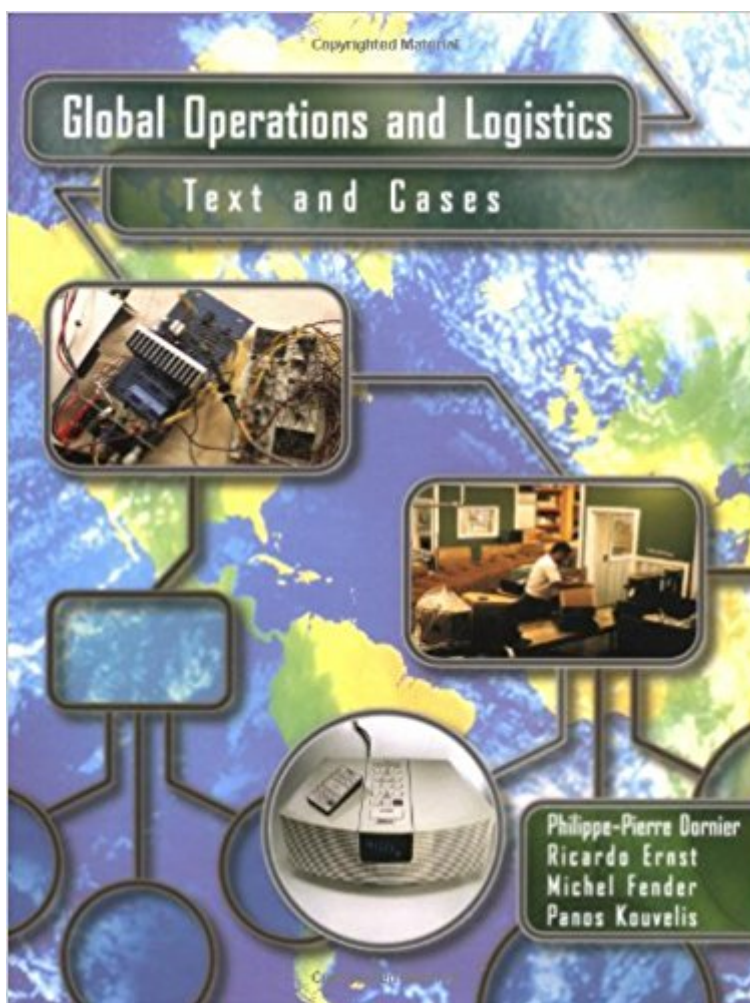


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Global Operations And Logistics: Text And Cases



Synopsis

This book addresses the process of global operations management--from strategic thinking all the way through planning and execution. It demonstrates the implications for the different functional areas involved like operations, marketing, and information systems and contains numerous cases from Europe, the U.S., Latin America, and Asia.

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Customer Reviews

This book addresses the process of global operations management--from strategic thinking all the way through planning and execution. It demonstrates the implications for the different functional areas involved like operations, marketing, and information systems and contains numerous cases from Europe, the U.S., Latin America, and Asia.

Poorly written book, I'm glad this class is over with.

First off, its a text book...how great can it be. Kind of boring but it gets the job done.

Excellent and shipped on time.

My wife ordered this book for her college class in Logistics. It arrived fast and the book looked brand new. We saved a bundle on this book. Thanks

Bought this book for my MBA program. Book has quality content on subject matter. But who cares about quality of content if book is not reader friendly? Book is written in a very impersonal way and in passive tenses, not reader friendly. The book feels like a compilation of various thesis and academic papers meant for publication in a professional journal. Though having a colorful hardback, inside editing is very much formatted like school term / academic papers - everything is in black. I get the impression that no real native english speaking person reviewed this book or is remotely associated with writing this book--the french co-author may have edited the book. I did not find reading this book pleasurable - has a very academic feel. I struggled with reading it, rephrasing many of the sentences to active form to ease understanding. Overall, the book needs serious gramatical review.

Excellent condition will always buy my university books 2 hand beats full price for a student. I would recommend anytime

This book reads like an electrical engineering nightmare. Author writes in impersonal way which makes the material 10X as hard as to understand as it should be. A very frustrating and non-exciting read. put some more passion into your writing. Don't make it more complicated than it should be

I used this book for a global operations class. It contains both text and cases in one book. However, cases in some chapters do not directly relate to the content presenting in those chapters. Moreover, some cases are really difficult to read and understand the context of the case for analysis. However, there are some good HBS cases.

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