

Chapter 2

The Global Environment and Operations strategy



Instructor: Truong Quang Duoc, Ph.D

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Learning Objectives

When you complete this chapter, you should be able to:

1. Define mission and strategy
2. Identify and explain 3 strategic approaches to competitive advantage
3. Understand the significant key success factors and core competencies
4. Use factor rating to evaluate both country and provider outsources
5. Identify and explain 4 global operations strategy options

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Chapter 2 Operations Strategy In A Global Environment

Sebastian Brünink



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