

<<作业管理>>

图书基本信息

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内容概要

生产与作业管理在企业战略中扮演什么角色？

生产作业和市场营销之间的关系是如何影响企业利润的？

生产与作业和营销之间的关系重要程度何在？

作业管理对于服务业为什么是个关键？

本书对上述问题及其他有关问题作了清楚而确切的解释。

对于那些接受短期培训的管理者、MBA，以及想迅速了解这一问题核心内容的教师和学生来说，都不失为极具价值的参考书。

它还可以作为管理人员的藏书，以及那些有抱负的管理人员完善自己知识和技能

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