

《生产与作业管理:第七版:英文》

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内容概要

内容提要

本书是美国大学商学院联合体（AACSB）组织编写，专供大学商务、管理专业本科生、研究生层次教学的标准教材。它具有以下特点：
为生产与作业管理提供了一套综合、实用而非纯理论性的方法；
突出了作业战略、全球竞争、全面质量管理、服务作业、适时制等新兴热点问题；
以解决问题与作出决策为主线贯穿全书；
提供了大量、丰富的实际案例和阅读材料。

作者简介

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