



Strategic Production Networks (Angezeigt in Highlights 1/2002)

Li Zheng, Frank Possel-Dölken

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Implementing co-operative production networks to secure and foster future competitiveness on the global market is a major strategic target for many small- and medium-sized enterprises. The text starts begins with a look at strategic management before moving onto operational product development and operations execution, and in doing so provides a detailed overview of the different key issues of setting up strategic production networks. Management concepts, the required information technology as well as best practices are introduced and discussed by leading researchers from Germany, Switzerland and China. The book is ideally suited for managers responsible for setting up global or regional co-operative production networks as well as researchers and students.

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