



International Operations Management: Lessons in Global Business

By Alberto F. De Toni



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International Operations Management: Lessons in Global Business uses a fascinating selection of case studies researched during the 'International Operations Management Project', sponsored by the European Commission, to produce a valuable view of businesses in Western and Eastern traditions. Ranging from China Post and Flextronics International (Singapore) to Electrolux, Ford, and GlaxoSmithKline, the studies link conceptual and practical approaches in five areas: international operations management strategy, sourcing and manufacturing, new product development, logistics, and networked organisations. Throughout, the authors compare the Western and Eastern approaches to business, and introduce theory to clarify the comparison and the real consequences of internationalisation. With its balance of theoretical and applied content, this volume, created from an exciting collaboration between universities and schools of management in Europe and China, serves as both a primary and supplementary source for higher level students and educators, and as a worthwhile read for interested practitioners.

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Editorial Review

Review

'With the rapid globalization of trade and business, managers are increasingly faced with the challenges to manage operations across national boundaries. Drawing on the rich experience and profound expertise of a group of talented scholars in the field, International Operations Management is a timely reference that will help managers of international operations to grapple with and address the related issues.' T. C. E. Cheng, Chair Professor of Management, The Hong Kong Polytechnic University

About the Author

Alberto F. De Toni is full professor of Operations Management at the University of Udine (Italy); he is the dean of the Faculty of Engineering there and the dean of the academic Italian Association of Management Engineering. He has published over 200 papers in a number of leading international and national journals and conferences. He is a member of the Operations Management Society and the Decision Science Institute in the US and is a member of the Board of the Chinese University, Hong Kong. He is the Project Leader of the International Operations Management Project, funded by the EU Asia-link Programme.

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