

<<Make or Break How Ma>>

图书基本信息

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内容概要

In a world of emerging markets, changing work forces, and accelerating innovation, manufacturing is once again a key corporate issue. Manufacturing expertise is a strategic competitive advantage, distinguishing winning companies (like Procter & Gamble, Lego, Toyota, Zara, and Tata) from those that have let their capabilities languish. It may not be easy to take back control of production, target sources for scarce (and environmentally sustainable) materials, and cultivate a motivated, talented labor force. But there are ways to do it; and successful companies will need to learn how.

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