

Operations Strategy: Principles and Practice provides a unified framework for operations strategy. The book shows how to tailor the operational system to maximize value and competitive advantage. Conceptual thinking and financial optimization yield guidelines for implementation. This dual emphasis on principles and practice is reflected by analytical models that are illustrated with detailed examples and a dozen case studies of real business situations.

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"This book provides a new pedagogical foundation for courses in operations strategy, by developing key concepts through analytical models and intuition within a coherent framework. Professors Van Mieghem and Allon seamlessly integrate basic knowledge in the area with the latest academic research and their own business cases. The result is a truly outstanding book that chronicles the frontier of thought in the area."

DANIEL ADELMAN, PROFESSOR OF OPERATIONS MANAGEMENT
GRADUATE SCHOOL OF BUSINESS, UNIVERSITY OF CHICAGO

"Van Mieghem and Allon are the world's leading authorities on operation strategy. Their new book provides the definitive source for essential knowledge on how to use operations to drive long-run value creation. Through their highly inter-functional and coherent framework, concepts and tools are clearly illustrated, allowing a manager to immediately and effectively implement these learnings into actual practice. This book is unquestionably a must read for anyone who needs to know how to use operations for competitive advantage."

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"This textbook provides a seminal contribution to the teaching of operations strategy. Thoughtful discussions of fundamental strategic choices, facing the twenty-first century global enterprise are artfully combined with insightful analytical models."

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"Van Mieghem and Allon's book shows us forcefully and insightfully how companies can structure their operations strategy to build overall business value. It is such a beautiful and complete treatment that it is a book for all operations managers and students, as well as for practitioners in all functional areas."

HAU L. LEE, THOMA PROFESSOR OF OPERATIONS, INFORMATION, AND TECHNOLOGY, GRADUATE SCHOOL OF BUSINESS,
STANFORD UNIVERSITY

"This is an impressive book that provides a totally new perspective on operations strategy and how to teach it. The authors do a marvelous job at developing a model based framework for understanding operations strategy; the book draws heavily on operations management research to extract principles for operations strategy and then demonstrates how these principles guide and apply to practice through illuminating real-world examples and cases. This is an outstanding contribution for our community and our students."

STEPHEN C. GRAVES, ABRAHAM J. SIEGAL PROFESSOR OF MANAGEMENT SCIENCE, SLOAN SCHOOL OF MANAGEMENT, MIT

"Many firms adapt product strategy to changing markets but keep operational processes unchanged. This book provides a novel, integrated, yet easily accessible approach to link operations with the strategic view of the CEO. Highly recommended."

NILS RUDI, PROFESSOR OF TECHNOLOGY AND OPERATIONS MANAGEMENT, INSEAD

"Operations Strategy does an excellent job in providing a nonoverwhelming description of the underlying theory and then illustrating it with case studies and examples. The book contains many fascinating topics which are simply not covered elsewhere: capacity timing, capacity flexibility and operational hedging, to name just a few. Students, practitioners and academics alike will appreciate the easy-going approach of the book and the wealth of managerial insights that it offers."

SERGUEI NETESSINE, THE TIMKEN CHAIRED PROFESSOR OF GLOBAL TECHNOLOGY AND INNOVATION, INSEAD

"Insightful and fun! Van Mieghem and Allon have done a masterful job of covering the important issues in operations strategy in a structured and engaging manner. This book introduces each topic in a separate chapter with a current example from a well-known company or industry, and wraps up each chapter with a more detailed case study after reviewing the relevant concepts in depth. Any instructor who plans to teach a course on operations strategy, should consider using this book as the text."

ANANTH RAMAN, UPS FOUNDATION PROFESSOR OF BUSINESS LOGISTICS, HARVARD BUSINESS SCHOOL

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Principles and Practice

SECOND EDITION

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