

OPERATIONS STRATEGY

Principles and Practice

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. [Download spreadsheets and additional materials from www.vanmieghem.us](http://www.vanmieghem.us)

COMMENTS FROM REVIEWERS

"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. Professor Van Mieghem seamlessly integrates basic knowledge in the area with the latest academic research, and his 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

"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."

Awi Federgruen

Charles E. Exley Professor of Management
Graduate School of Business, Columbia University

"This is an impressive book that provides a totally new perspective on operations strategy and how to teach it. The author, Jan Van Mieghem, does 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. Siegel Professor of Management Science
Sloan School of Management, MIT

"Van Mieghem'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

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

Associate Professor of Technology and Operations Management
INSEAD

"Operations Strategy does an excellent job in providing a non-overwhelming 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

Associate Professor of Operations and Information Management
The Wharton School, Univ. of Pennsylvania

"Insightful and fun! Van Mieghem has 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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