

## Chapter 2

# The Operations strategy in Global Environment



Instructor: Trương Quang Duoc, Ph.D

## Learning Objectives

*When you complete this chapter, you should be able to:*

1. Define mission and strategy
2. Identify and explain 3 strategic approaches to competitive advantage
3. Understand the significant key success factors and core competencies
4. Use factor rating to evaluate both country and provider outsources
5. Identify and explain 4 global operations strategy options

must remember  
theses numbers

# Chapter 2 Operations Strategy In A Global Environment

**Tobias Bleicker**



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