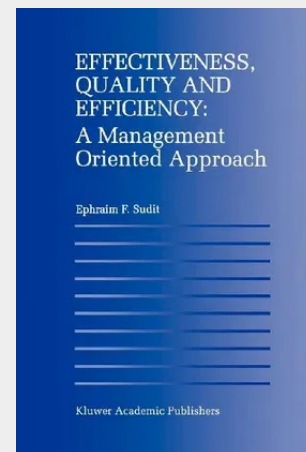


Effectiveness, Quality and Efficiency: A Management Oriented Approach

This is a management oriented book about efficiency, quality and effectiveness designed for an audience of management practitioners, scholars, and students. The integrative approach developed in this book contains new ideas regarding quality and efficiency-based effective management. These ideas lend themselves to managerial applications. This work is not meant to provide an exhaustive account of the measurement, and applications of effectiveness, quality, and efficiency concepts. With the exception of the treatment of conventional productivity concepts and measurements in Chapter 2, and of production flexibility in Chapter 5, the discussion in this book is largely non-technical. Among management practitioners, the book may be of particular interest to managers with broad strategic orientations in the fields of production management, quality management, marketing, and management of human resources. The academic audience is likely to include scholars and students interested in strategic planning, applied productivity analysis, quality management, marketing management, and management of human resources. The book could also be used as a supplementary text to or part of the readings in basic and advanced courses in strategic management, production management, and quality management. Concepts and dimensions of efficiency, quality, and effectiveness, as used throughout this book, are introduced in Chapter 1. The intricate sets of relationships among effectiveness, quality, and efficiency are explored.

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106,99 €
99,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9789401073158
Medium: Buch
ISBN: 978-94-010-7315-8
Verlag: Springer
Erscheinungstermin: 01.10.2011
Sprache(n): Englisch
Auflage: 1. Auflage 2011
Produktform: Kartoniert
Gewicht: 224 g
Seiten: 122
Format (B x H): 155 x 235 mm

