Global Perspectives on Achieving Success in High and Low Cost Operating Environments

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Global Perspectives on Achieving Success in High and Low Cost Operating Environments

Göran Roos and Narelle Kennedy

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Competing in both high and low-cost operating environments can present a number of unique challenges. In light of global competition and the changing scope of various industries due to technological advancement, these challenges must be addressed in order to ensure business success.

Global Perspectives on Achieving Success in High and Low Cost Operating Environments features a collection of research and case studies addressing contemporary issues surrounding operational success in various regions. Business professionals, managers, academics, and upper-level students will find this publication an essential resource for the latest tools and solutions for managing operations in diverse operating environments.

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