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**CHAPTER 02
COMPETITIVENESS, STRATEGY, AND PRODUCTIVITY**

Teaching Notes

The topics covered in this chapter can be used to help get your course in OM off to an interesting start. Most of your students are aware that U.S. firms are having a difficult time competing with foreign firms in both the domestic and international markets. Many of them have grown up using products produced by foreign firms on an everyday basis and they have developed a great deal of respect for the quality of their products. Students are probably as familiar with names like Minolta, Honda, Toyota, Sony, BP Oil, Nestlé & BIC as they are with Ford, GM, GE, IBM, Texaco, Hershey, and Parker.

I think students will relate to the fact that companies must be productive to be competitive and that to be competitive they must have some well thought out approach, plan, or strategy on how to achieve this position. In other words, students will be able to understand why it is important to learn what productivity really is, how we measure it, what factors affect it, and how firms can improve their productivity. Students will become aware that business firms compete with each other in a variety of ways and will study the key competitive factors, which are of primary concern in today's global business environment. Finally, the students will focus on operations strategy with special attention being given to some of the newer strategies based on quality, time, and lean production systems.

Reading: Why Productivity Matters

- I. Higher productivity relative to competitors is very important for a nation because it provides the nation with a competitive advantage in the marketplace. Productivity increases add value to the economy while controlling inflation. In addition, higher productivity provides the basis for a sustainable long-term growth in the economy. It allows companies to undercut competitors' prices to improve their market share or to realize higher profit margin at the same price level. Relative higher productivity also makes it more difficult for foreign companies to compete.

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Table of Contents Operations Management Stevenson 12e Solution Manual

1. Understanding the eBook Operations Management Stevenson 12e Solution Manual
 - The Rise of Digital Reading Operations Management Stevenson 12e Solution Manual
 - Advantages of eBooks Over Traditional Books
2. Identifying Operations Management Stevenson 12e Solution Manual
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Operations Management Stevenson 12e Solution Manual
 - User-Friendly Interface
4. Exploring eBook Recommendations from Operations Management Stevenson 12e Solution Manual
 - Personalized Recommendations
 - Operations Management Stevenson 12e Solution Manual User Reviews and Ratings
 - Operations Management Stevenson 12e Solution Manual and Bestseller Lists
5. Accessing Operations Management Stevenson 12e Solution Manual Free and Paid eBooks
 - Operations Management Stevenson 12e Solution Manual Public Domain eBooks
 - Operations Management Stevenson 12e Solution Manual eBook Subscription Services
 - Operations Management Stevenson 12e Solution Manual Budget-Friendly Options

6. Navigating Operations Management Stevenson 12e Solution Manual eBook Formats
 - ePub, PDF, MOBI, and More
 - Operations Management Stevenson 12e Solution Manual Compatibility with Devices
 - Operations Management Stevenson 12e Solution Manual Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Operations Management Stevenson 12e Solution Manual
 - Highlighting and Note-Taking Operations Management Stevenson 12e Solution Manual
 - Interactive Elements Operations Management Stevenson 12e Solution Manual
8. Staying Engaged with Operations Management Stevenson 12e Solution Manual
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Operations Management Stevenson 12e Solution Manual
9. Balancing eBooks and Physical Books Operations Management Stevenson 12e Solution Manual
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Operations Management Stevenson 12e Solution Manual
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Operations Management Stevenson 12e Solution Manual
 - Setting Reading Goals Operations Management Stevenson 12e Solution Manual
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Operations Management Stevenson 12e Solution Manual
 - Fact-Checking eBook Content of Operations Management Stevenson 12e Solution Manual
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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