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discussed in the current operations literature. The process of operations strategy is termed according to how strategic decisions are made in an organizational setting (Ho, 1996). Definitions of strategy always mention enhancement of the firm's

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Service Management Operations, Strategy, Information Technology Eighth Edition James A. Fitzsimmons Seay Professor of Business Emeritus University of Texas at Austin Mona J. Fitzsimmons Sanjeev Bordoloi Associate Professor of Operations Management University of St. Thomas, Minnesota McGraw Hill McGraw-Hill Irwin

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