



# Gestión de operaciones para directivos (Spanish Edition)

*Alejandro Lago, Philip Moscoso*

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Lo que un directivo debe saber sobre operaciones, para aprovecharlas como fuente de ventaja competitiva para su empresa

Los autores ofrecen una guía práctica, enfocada a (i) explicar los conceptos y metodologías con claridad (sin excesivos tecnicismos), (ii) analizar el impacto de las operaciones en todos los ámbitos de la empresa (comercial, finanzas o estrategia), y (iii) revelar claves útiles para ayudar al directivo a conseguir el pleno potencial de su empresa. De hecho, la excelencia e innovación en operaciones han sido el fundamento de muchos de los grandes éxitos que el mundo empresarial ha visto en los últimos años (Zara, Ikea, Dell, Toyota, Amazon, etc.).

El libro cubre las áreas tradicionales de la dirección de operaciones (procesos, capacidades o colas), pero incluye asimismo temas más avanzados (lean management o compras), e introduce aspectos que otros libros cubren en menor medida (aspectos humanos y organizativos de las operaciones, la innovación o la gestión de proyectos). Además, lejos de limitar su visión a entornos industriales, el libro aporta conocimientos relevantes sobre operaciones en entornos de servicios. Su lectura está recomendada para directivos en general, participantes de cursos de posgrado para dirección y MBA; también para estudiantes de cursos superiores de grados de ADE, Comercio, Ingeniería Industrial.

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