



Operations, Strategy, and Technology: Pursuing the Competitive Edge

Robert H. Hayes, Gary P. Pisano, David M. Upton, Steven C. Wheelwright

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Hayes is a founder of the Operations Strategy field, and all four authors are on the Harvard Business School faculty. In *Operations, Strategy, and Technology: Pursuing the Competitive Edge*--the long-awaited follow-up to the highly successful classic, *Restoring Our Competitive Edge*--Bob Hayes, Gary Pisano, Dave Upton, and Steve Wheelwright take a fresh look at the foundations of corporate success. This book addresses the basic principles that guide the development of a powerful operations organization, and describes how a company's operating and technological resources can be applied to create a sustainable competitive advantage in today's "new" (global and IT-intensive) economy. Achieving a competitive advantage through superior operations is what the authors refer to as the "operations edge."

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