

CHAPTER OVERVIEW

2: Research and Design



Figure 2.1: Operations Management. (Credit: Chikwenguro / Wikimedia Commons / commons.wikimedia.org/wiki/File:Operations_Management.gif)

Learning Objectives

- Explain each of the key purchasing criteria.
- Differentiate between order qualifiers and order winners.
- Understand the four competitive priorities and common strategies firms use to achieve these priorities.
- Describe the term ‘core competency.’
- Describe the three levels of strategy.
- Know the six categories of operations strategy categories.
- Calculate productivity measures including partial, multi-factor and total productivity.

[2.1: Competitiveness](#)

[2.2: Strategy](#)

[2.3: In the Spotlight](#)

[2.4: Marketing and the Marketing Process](#)

[2.5: The Marketing Mix and the 4Ps of Marketing](#)

[2.6: In the Spotlight](#)

[2.7: Understanding Consumer Markets and Buying Behavior](#)

[2.8: Factors That Influence Consumer Buying Behavior](#)

[2.9: Product Positioning](#)

[2.10: In the Spotlight](#)

[2.11: Pricing and Its Role in the Marketing Mix](#)

[2.12: The Five Critical Cs of Pricing](#)

[2.13: The Five-Step Procedure for Establishing Pricing Policy](#)

[2.14: Pricing Strategies for New Products](#)

[2.15: Pricing Strategies and Tactics for Existing Products](#)