

## 27.2: Introduction to Operations Management

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### What you'll learn to do: explain operations management in the production of goods and services

Nearly every type of business organization needs to find the most efficient and effective methods of producing the goods or services it sells to its customers. Technological advances, ongoing competition, and consumer expectations force companies to rethink where, when, and how they will produce products or services. In this section you'll get an introduction to the key concepts and functions of operations management.

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