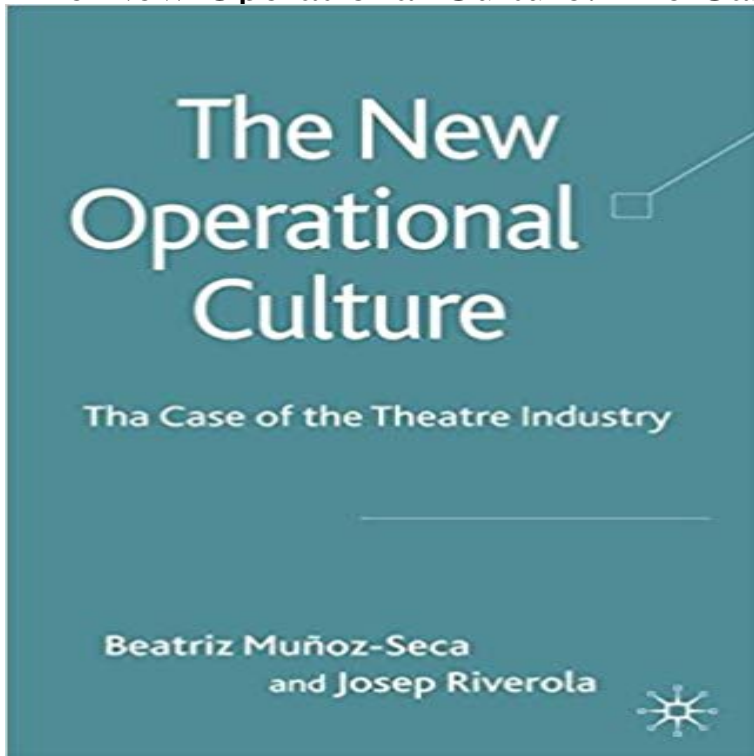


The New Operational Culture: The Case of the Theatre Industry



Imparting experiences from the theatre world to show how to manage operations in the 21st century, this book provides the key ideas necessary to implement a new operational culture that will lead to excellence in service. This is a must read for executives who wish their operations to be effective and to find satisfaction in shared success.

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