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SPARK PUBLISHING AND PRINTING HOUSE: SHORT-RUN MANAGEMENT DECISION RAISES A “HAMLET-LIKE” DILEMMA



Introduction

The case study, Spark Publishing and Printing House, presents a challenging management scenario often faced by small and medium enterprises: the conflict between tactical management and the overarching corporate political persuasion. Known as “Hamlet-like” this situation epitomizes the challenges that organizations face while trying to navigate the business environment



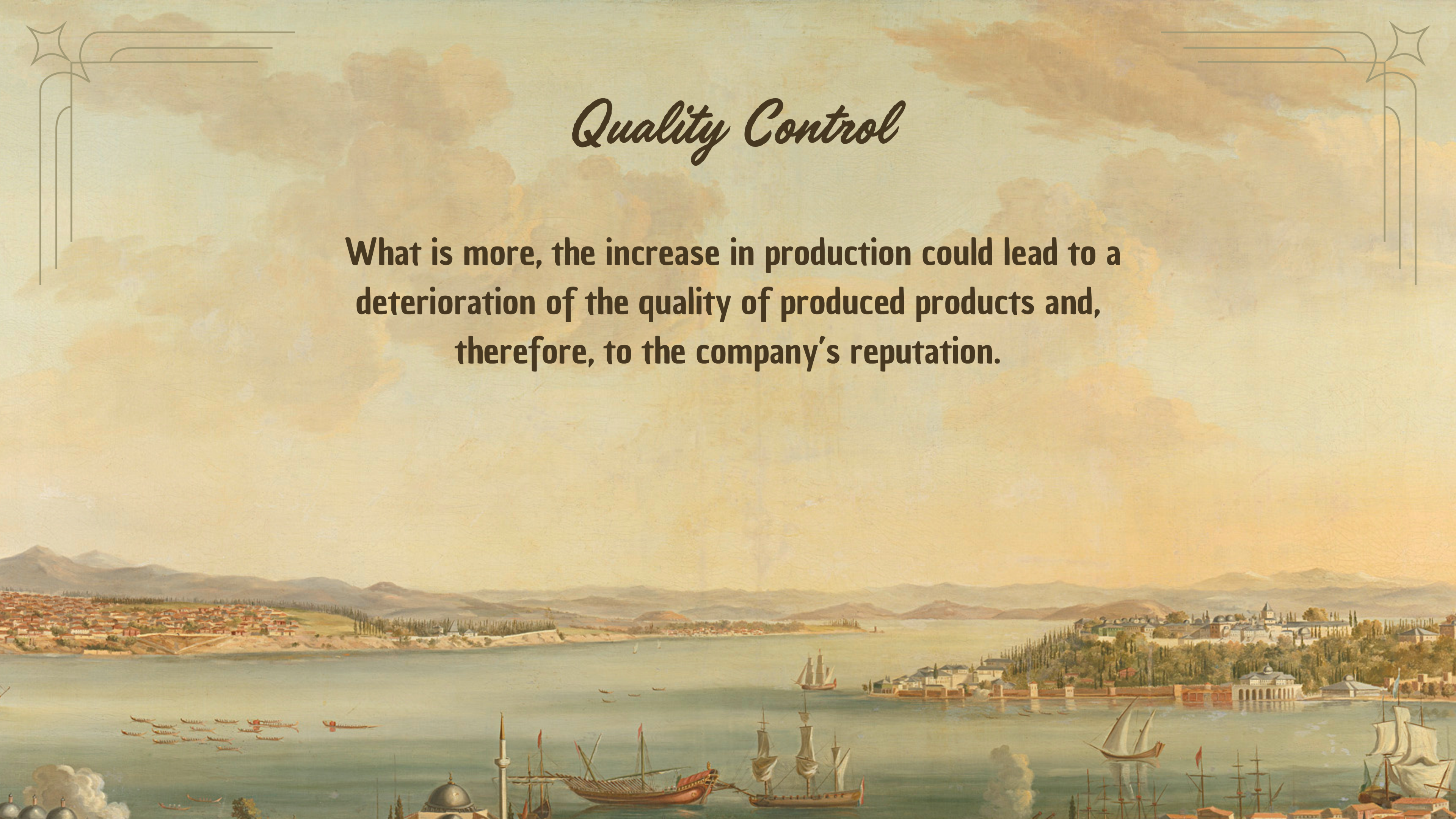


Overview

Spark Publishing is a printer for customized publication and is a small scale printer. Such a situation opens extensive revenue growth but creates a problem of a limited number of resources within the firm. Management faces a critical decision

Quality Control

What is more, the increase in production could lead to a deterioration of the quality of produced products and, therefore, to the company's reputation.





Conclusion

The specifics of how Spark Publishing manages or fails to manage the interplay between operational dynamism and strategic planning are described below. Indicating that through the systematic efforts, Spark is capable to capture growth factors as well as guarantee long-term success in a competitive environment.



Resource

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