

PROJECT	OPERATIONS
Build a new company headquarters.	Maintain a park.
Develop or acquire a new or modified IT system.	Manage a quality assurance system.
Implement a new business procedure or process.	Assembly line work.
Develop a new pharmaceutical product.	Work on a check-out counter at a super-market.
Redirect and reorganize the municipality's home care.	Drive the municipality's home care.
Arrange a major international sports event.	Work at a company reception desk.
Low sales and marketing campaign for new underwear collection.	Sell underwear in a store or via the internet.
Write and publish a book.	Answer customers' inquiries in a sales department.

FIGURE 1.5
Project or operations?