1. (20 points) Read the first chapter of the book. Find an article where the author describes how a company improved its operations and/or its market position. You can look for any of the strategic initiatives mentioned in the book (reengineering the business process, just-in-time, time-based competition, competing on quality), or any other strategy related to topics that will be discussed in this course such as inventory management, aggregate planning, etc. The format is the following: in the first paragraph introduce the company and its situation within its market. In the second paragraph justify why you think the company implemented such strategy and describe what they did to implement it. Finally, in the third paragraph describe the results of the implementation and your opinion about if this strategy was appropriate and why. Please type your answer. If you read the article on-line, it should be from a reputable source (Business Week, The Economist, Wall Street Journal, INFORMS Analytics, etc.). Make sure to reference the article and attach a photocopy or printout, highlighting the relevant parts.