

Abstract

Credit Unions: Prospering in a Competitive Environment*

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This case study presents an opportunity to identify and discuss operational management strategies pursued by Credit Union Otago in particular, and the credit union industry in general, in their bid to survive and grow, whilst aiming to achieve both their economic and social objectives.

***Service Industries Cases Case 15 In - Business Case Studies in Operations Management, (2002) , T Batley, (ed) Auckland**