



Operations Management: Concepts, Techniques, and Applications

By David A. Collier, James R. Evans

South Western/Cengage Learning India, 2009. Softcover. Book Condition: New. First edition. Operations Management: Concepts, Techniques, and Applications, w/CD This exciting new textbook provides exceptional coverage of the essential topics taught in a modern operations management course. Its highly current coverage includes contemporary and relevant service theory and applications. Appropriate manufacturing applications and theory are included where relevant. The book's modern/strategic approach addresses OM from a cross-functional perspective, which views operations as linked to all other functional areas of an organization, such as marketing and finance. * OM Spotlight Vignettes illustrate how OM principles are used in real, successful organizations * Outstanding end-of-book cases motivate students and illustrate practical uses of techniques introduced in the chapters * Many review and discussion questions give the instructor the opportunity to incorporate writing assignments in the course * The CD-ROM accompanying this book contains supplementary chapters for quantitative methods: work measurement, queuing, linear optimization, simulation, and decision analysis

PART I: Understanding Operations

1. Introduction to Operations Management
2. Value Chains in Global Operations
3. Frameworks for Operations Measurement
4. Operations Strategy and Competitive Priorities.

PART II: Designing Operating Systems

5. Technology and Integrated Operating Systems
6. Designing Goods and Services
7. Designing Manufacturing and...

Reviews

The publication is great and fantastic. It really is simplistic but surprises within the 50 % from the publication. Your daily life span will be change when you comprehensive reading this article book.

-- Althea Aufderhar

It becomes an remarkable publication that I have possibly go through. Better then never, though i am quite late in start reading this one. I am just delighted to inform you that this is basically the best ebook we have study inside my individual existence and can be he greatest book for actually.

-- Dr. Torrey Osinski DVM