



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

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1. Introduction to Operations Management
2. Value Chains in Global Operations
3. Frameworks for Operations Measurement
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Reviews

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