



Operations Management with Student CD-ROM

William J Stevenson, William Stevenson

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Operations Management, 7/e surveys the field of operations in both the services and manufacturing sectors. Provides enhanced coverage from the strategies of designing a product or service, through the processes and systems of making and delivering the product, and controlling the operations. All the standard topics are covered with concepts and supporting examples, problems, cases, and appropriate current news clips and readings. Stevenson highlights the very important role Operations plays in today's business world with concise coverage of concepts such as JIT, TQM, supply chain management with more thorough integration of services and increased use of real world examples. All basic quantitative techniques are presented, many in supplements that can be highlighted or bypassed depending on the course structure, and all are supported with step-by-step examples and solved problems, many including example solutions built into Excel spreadsheets. The text is the most widely adopted of any for the introductory course mainly due to the balanced coverage and clearly explained concepts.

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