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Operations Management, Fourth Edition

By Bernard W. Taylor, Roberta S. Russell

PHI Learning 0. Softcover. Book Condition: New. 4th edition. Contemporary and comprehensive, this well-organized text skillfully integrates the traditional topics in operations management-strategy, quality, and competitiveness-with the many new and important areas in operations today, such as supply chains, e-business, and information technology (IT). Throughout, the book focusses on how the functions and processes of an organization fit into its strategic plan and shows the need for considering the overall strategic implications of a particular operating decision. A major feature of the text is its emphasis on information technology and its effect on Operations Management. It demonstrates how the Internet and e-businesses are changing and how operations are managed. The accompanying multimedia CD-ROM contains animated figures and graphs, video clips, interactive applications and exercises. The book is ideally suited as a text for students of management and as a handy reference for professionals. CONTENTS: Preface. Part I: The Strategic Importance of Operations- 1. Introduction to Operations and Competitiveness. 2. Operations Strategy. 2S. Operational Decision-Making Tools: Decision Analysis. Part II: Designing the Operating System- 3. Products and Services. 4. Processes and Technologies. 5. Facilities. 5S. Operational Decision-Making Tools: Facility Location Models. 6. Project Management. Part III: Managing the Supply Chain- 7....



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