

William J Stevenson Operations Management

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ebook operations management theory and practice global edition

this beloved and market leading operations management book has been completely updated in the 14th edition and provides a clear presentation of the field of operations management with current real world examples and thoughtful student pedagogy the comprehensive breadth of content is presented in more modular flexible chapters so it may be used for different course levels ranging from undergrad to executive education that flexibility allows for the choice of more or less quantitative material and

flexibility in order of presentation since chapters do not depend on sequence the topics covered include both strategic issues and practical applications among the topics are forecasting product and service design capacity planning management of quality and quality control inventory management scheduling supply chain management and project management the use of an adaptive online learning enhances the student experience and success

the material in this book is intended as an introduction to the field of production and operations management it is suitable for both undergraduate and graduate students

we are pleased to present this global edition which has been developed specifically to meet the needs of international operations management students in addition to coverage of the latest concepts and developments in this dynamic field and now with a greater emphasis on services supply chain management ethics and sustainability new material has been added to make the content more relevant and to improve the learning outcomes for the international student

the eleventh edition of stevenson s operations management features integrated up to date coverage of current topics and industry trends while preserving the core concepts that have made the text the market leader in this course for over a decade stevenson s careful explanations and approachable format support students in understanding the important operations management concepts as well as applying tools and methods with an emphasis on problem solving through detailed examples and solved problems short cases and readings on current issues facing businesses and auto gradable end of chap

consistently touted as one of stevenson and hojati s greatest strengths operations management has been written both clearly and concisely designed to promote student understanding of the role of operations management in successful businesses it strives to achieve a careful balance in the presentation of the material stevenson is also recognized for its canadian content integrated within a global framework students will learn about operations management in canadian businesses side by side with their u s and international counterparts an approach that mirrors their experience in the real world a superior technology package also ensures operations management is an exceptionally strong offering further promoting student success

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resourceful companies today must successfully manage the entire supply flow from the sources of the firm through the value added processes of the firm and on to the customers of the firm the fourteenth global edition of operations and supply chain management provides well balanced coverage of managing people and applying sophisticated technology to operations and supply chain management

production and operations management in business administration focuses on planning controlling and improving processes to efficiently manufacture products or deliver services optimizing resources and customer satisfaction

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