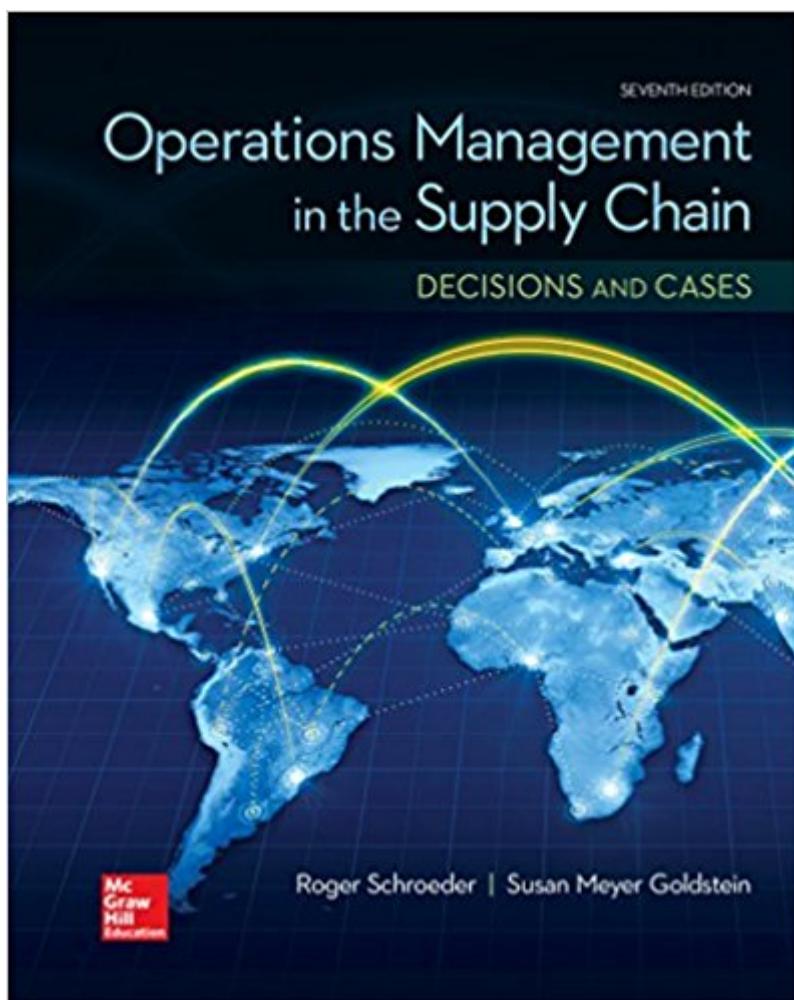


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OPERATIONS MANAGEMENT IN THE SUPPLY CHAIN: DECISIONS & CASES (Mcgraw-Hill Series Operations And Decision Sciences)



Synopsis

Operations Management in the Supply Chain: Decisions and Cases is an ideal book for the instructor seeking a short text with cases. This book employs a cross-functional perspective that emphasizes strategy and critical thinking, appealing to non-majors and practical for use in an MBA level or undergraduate course in operations management. The size and focus of the book also make the text attractive for the cross-functional curriculum where students are required to purchase more than one text. The eighteen cases offer variety in length and rigor; and several are from Ivey, Stanford, and Darden. This mix makes the book appropriate for both undergraduates and MBA students.

Book Information

Series: McGraw-Hill Series Operations and Decision Sciences

Paperback: 528 pages

Publisher: McGraw-Hill Education; 7 edition (February 15, 2017)

Language: English

ISBN-10: 0077835433

ISBN-13: 978-0077835439

Product Dimensions: 7.9 x 0.8 x 9.9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

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Customer Reviews

Donaldson Chair in Operations Management at the Curtis L. Carlson School of Management, University of Minnesota. He is also the Co-Director of the Juran Center for Leadership in Quality and has earned an appointment as a Distinguished Teaching Professor. He received the B.S. degree in Industrial Engineering with high distinction from the University of Minnesota, MSIE University of Minnesota and Ph.D. from Northwestern University. Prior to joining the University of Minnesota, he taught at the U.S. Naval Postgraduate School, Monterey, California, and was an analyst for the office of the Assistant Secretary of Defense. Professor Schroeder has received research grants from the Ford Foundation, American Production and Inventory Control Society, Exxon Education

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