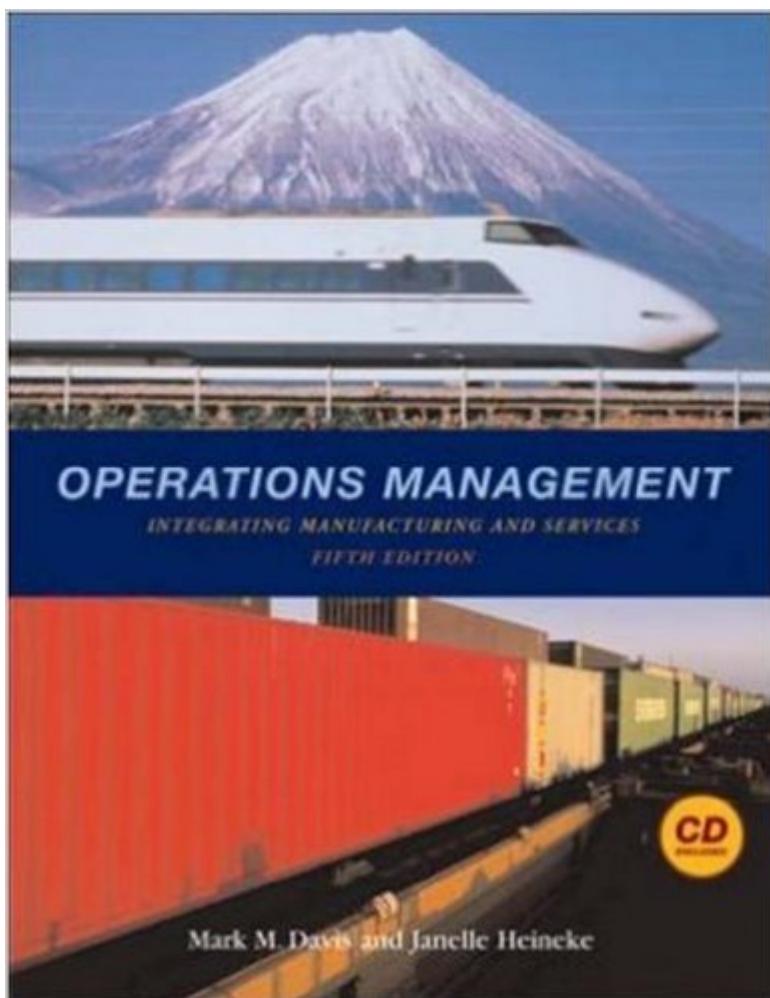


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Operations Management: Integrating Manufacturing And Services 5e With Student CD And PowerWeb



Synopsis

Previously known as Fundamentals of Operations Management, Operations Management: Integrating Manufacturing and Services offers a broad and relatively non-quantitative overview of the field of operations management and provides a à œbig pictureâ • perspective that should appeal to a variety of business majorsâ "not just those students majoring in operations management. Reflecting the background of the authors, Operations Management: Integrating Manufacturing and Services has the strongest coverage of services of any introductory book on the market. The treatment of both manufacturing and services, as the new title suggests, is again more fully integrated than other competing textbooks.

Book Information

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Customer Reviews

This is an excellent textbook for operations management. It is easy to read, well put together, and has excellent charts and diagrams to help guide you through the concepts! I would highly recommend it!

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