

William J Stevenson Operations Management

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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

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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

the material in this book is intended as an introduction to the field of operations management 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 my purpose in revising this book continues to be to provide a clear presentation of the concepts tools and applications of the field of operations management operations management is evolving and growing and i have found updating and integrating new material to be both rewarding and challenging particularly due to the plethora of new developments in the field while facing the practical limits on the length of the book this text offers a comprehensive and flexible amount of content that can be selected as appropriate for different courses and formats including undergraduate graduate and executive education

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