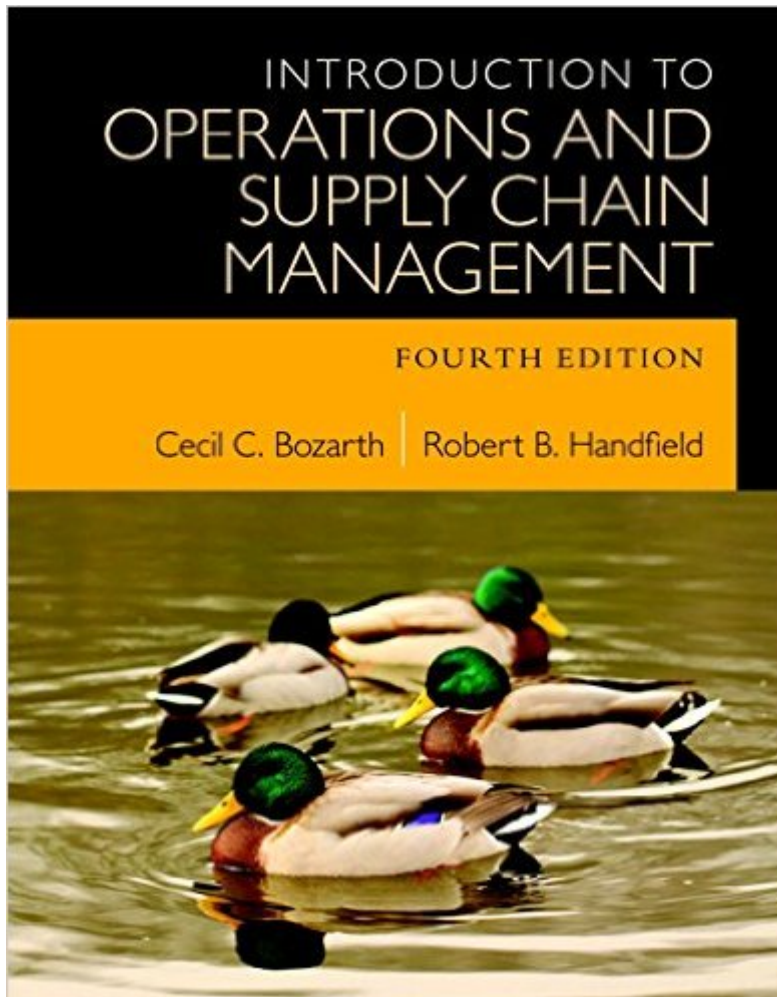


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# Introduction To Operations And Supply Chain Management (4th Edition)



## Synopsis

NOTE: MyOMLab does not come packaged with this content. If you would like to purchase both the physical text and MyOMLab search for ISBN-10: 0134111079/ISBN-13: 9780134111070. That package includes ISBN-10: 0133871770 /ISBN-13: 9780133871777 and ISBN-10: 0133885569/ISBN-13: 9780133885569. For courses in Operations and Supply Chain Management. An Integrated Approach to Operations and Supply Chain Management Introduction to Operations and Supply Chain Management is an integrated, comprehensive introduction to both Operations and Supply chain management topics. The text remains engaging and brief while integrating all of the major concepts of both subjects in one cohesive source. The Fourth Edition contains updated chapter content and thorough coverage of analytical tools and techniques that apply to Operations and Supply Chain Management. Introduction to Operations and Supply Chain Management explores two essential, introductory business subjects in an interesting and relatable manner by providing students with real world examples and easy-to-understand material.

## Book Information

Hardcover: 504 pages

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Product Dimensions: 8.7 x 0.8 x 10.9 inches

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Average Customer Review: 4.5 out of 5 stars See all reviews (30 customer reviews)

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## Customer Reviews

It's a gem of a book. Beautiful integration of two interrelated aspects which are sadly never covered like they should be - together! The reason why other text books have so far not done it is because of we-know-best attitude of all the grey haired professors from prestigious schools still trying to sell their age old tomes edition after edition with each edition nothing but old one plus some new cool

thing those grey haired authors found somewhere. This is a book for people who really want to 'get' the matter of SCM and OM. Purists can still continue reading books from grey haired authors and keep feeling perplexed and keep trying to knit together content from two fields in their minds all their lives - you guys deserve it! Cecil and Robert have done a fantastic work here and it merely 490 odd pages. It takes some real ego-constraining to say things in the number pages actually needed without falling prey to the temptation of writing tomes just to make a living. And the book is written from practitioner's mindset. A clear no non-sense approach. I am blessed to have found this book on . Sadly when you try searching 'Operation Management' or 'Supply Chain Management' on search it doesn't turn up at its rightful location (Nr.1). Only when you enter 'Operation supply chain management' do you get it on 5th spot. As I said this book is a gem wallowing in unclear waters.

This text book is one of those rare things you come across with College Text Books: One that makes a very complex topic simple to understand. It lays out a format and content that is easy to read, easy to understand, and makes a professor's lecture crystal clear. Of course, like most text books - no matter how good they are, the professor has to use it in class. But - that's out of our control.

I use this book for my introductory freshman class and I like its trim profile, end of chapter case examples, and general readability. It covers a wide variety of operations and supply chain topics with good examples and good flow. It doesn't feel stodgy and academic, rather more like practitioner written.

the item is perfectly fine for my class. The person or business that sold it to me was awful. I paid for three day air it shows up two weeks later. I am still struggling to get caught up with this fast pace summer school course. I hope I pass.

I bought this alongside MyOMLab with Pearson eText -- Access Card -- for Introduction to Operations and Supply Chain Management for a net of about \$110, this book was roughly \$41 at time of purchase. My college only offered a bundle of the hardcover edition and digital access for \$297. Or, I could rent the hardcover for \$140... Yeah. No, thank you. Love that this cost less to buy than my school's rentals. Covers exact same content (it is the same edition) and is an inexpensive paperback alternative.

Served its purpose for the class and I passed with 100%

A very comprehensive overview of all of the topics related to Supply Chain Management. I recommend it to anyone who is looking towards a career in Supply Chain Management.

It's great really like how informative it is but the front cover on the bottom was ripped. That's the only downside

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