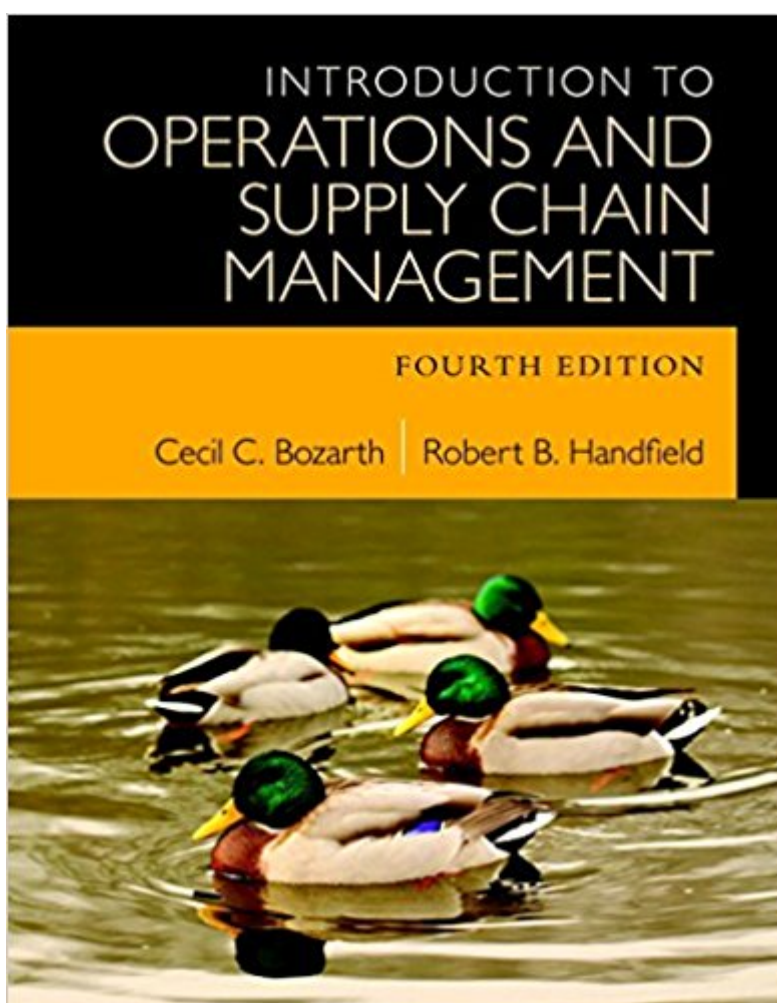


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# Introduction To Operations And Supply Chain Management (4th Edition)



## 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

Publisher: Pearson; 4 edition (January 6, 2015)

Language: English

ISBN-10: 0133871770

ISBN-13: 978-0133871777

Product Dimensions: 8.7 x 0.8 x 10.9 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

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## Customer Reviews

Cecil Bozarth is Professor of Operations and Supply Chain Management at the Poole College of Management at N.C. State University, where he has received awards for teaching excellence at both the undergraduate and graduate levels. He is a former chair of the Operations Management Division of the Academy of Management, and in 1999 was recognized by APICS as a subject

matter expert (SME) in the area of supply chain management. His particular areas of interest are operations and supply chain strategy and supply chain information systems. Cecil's consulting experience cuts across a wide range of industries, including such companies as BlueCross BlueShield of North Carolina, Daimler-Benz, John Deere, Duke Energy, Eisai, Ford Motor Company, GKN, IBM, GlaxoSmithKline, Milliken, Patheon, Sonoco, and others. For thirteen years, Cecil was an associate editor for the Journal of Operations Management; he now serves on the journal's editorial advisory board. Cecil has also served as a guest editor for the Academy of Management Journal, as well as the Journal of Operations Management. Robert Handfield is the Bank of America Professor and a Distinguished University Professor at N.C. State University. Handfield has consulted with over 25 Fortune 500 companies, including Biogen Idec, Caterpillar, John Deere, GlaxoSmithKline, Boston Scientific, Delphi, Chevron, British Petroleum, Chevron Phillips, Bank of America, Sensata, Honda of America, KPMG, Conoco Phillips, Federal Express, SAP, and others, and is a world-renowned expert in the areas of purchasing and logistics. Rob is the former editor-in-chief of the Journal of Operations Management and has written several books on SCM topics, including Introduction to Supply Chain Management (Prentice Hall, with Ernest L. Nichols; translated into Japanese, Korean, Chinese, and Indonesian), Supply Chain Redesign (Prentice Hall Financial Times), and Purchasing and Supply Chain Management, 5th edition (South-Western College Publishing, with Robert M. Monczka, Larry C. Giunipero, and James L. Patterson).

Kinda dry, but it's very informative. I'd recommend it to any owner, manager or operator who wants insight into how to run a sustainable business.

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

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.

Great introduction book to the discipline and the quality of the book is good.

Bought this for my daughter's class, it serves its purpose.

It was what I needed.

not a great shape but ok

Not very descriptive when working the problems

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