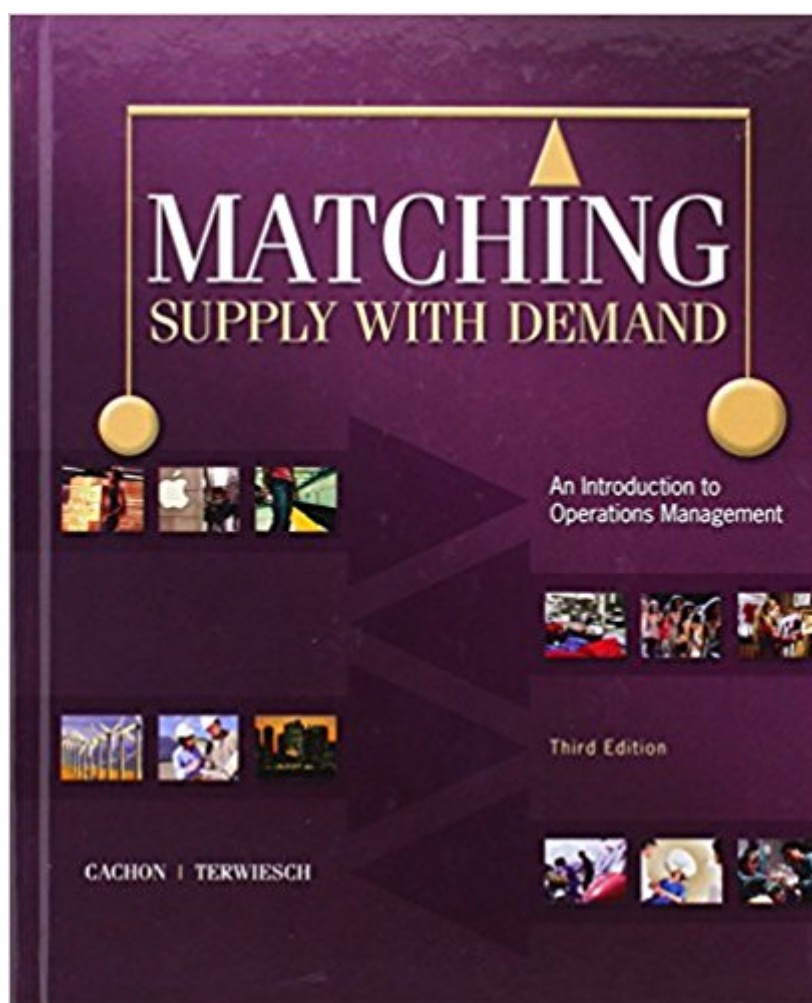


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# Matching Supply With Demand: An Introduction To Operations Management (Irwin Operations/Decision Sciences)



## Synopsis

Gerard Cachon and Christian Terwiesch, *Matching Supply with Demand: An Introduction to Operations Management*, 3e is the most authoritative, cutting-edge book for operations management MBAs. The book demands rigorous analysis on the part of students without requiring consistent use of sophisticated mathematical modeling to perform it. When the use of quantitative tools or formal modeling is indicated, it is only to perform the necessary analysis needed to inform and support a practical business solution. The guiding principle in the development of *Matching Supply with Demand* has been "real operations, real solutions." "Real operations" means that most of the chapters in this book are written from the perspective of a specific company so that the material in this text will come to life by discussing it in a real-world context. "Real solutions" means that equations and models do not merely provide students with mathematical gymnastics for the sake of an intellectual exercise.

## Book Information

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## Customer Reviews

Well written, logically organized book. Examples and case studies are very relevant and support the theories concepts addressed in the book. The formulas are logically presented and no leaps of faith are expected from the reader; all there in plain site. If the author had included CDROM or a link to download the various models, or solutions in Excel files, the book would likely have become a desktop reference. Without the practical utilitarian materials, it is still a great book, but its daily

application is limited in my case. One can develop the models on his/her own, but today, the cost of a textbook, must include materials that enhance the longevity and practical application of this book. I was hoping for a manual to use more often than only while travelling on the Introductory Road to Operation Research-ville.

The textbook is very easy to follow, has great examples, very accessible and actually interesting to read. However buying this book on Kingle was a big mistake. Yes, it's great to read the material, however there are many tables that the text refers to, and Kindle doesn't make it easy to click on tables and then go back to text. It is especially hard to do problems, when you need to go back to the specific pages or find formulas or a table. It's doable, but would have been much much easier with a physical book. Yes, Kindle has 'bookmark' and 'highlight' functionalities, but they are hard to use and not intuitive. Until Kindle can offer touch-screen and be more intuitive, I'll stick to reading only books with plain text on it.

Excellent book on supply chain management written by a professor and guru on the subject. Easily understandable and also serves as college course text. Should be a must-read for business people who run restaurants, sandwich shops, banks, government offices and any place where true customer service is important. Have referred it to my local McDonald's, Popeyes, Scotiabank, government department and others to read so they can improve their service systems.

The book explains the concepts in digestible terms using examples that were easy to understand. Inside print is in black and white, which didn't bother me, but if you're looking for flashy color, it's not in this book. If your prof doesn't require the newest version, I'd recommend an older one. Basic Ops Mgmt principles are pretty tried and true. I don't think you're going to miss a lot of revolutionary discoveries from one version to the next, so save yourself the money!

The book is black and white and not proof read. Content is good, but the formula for the solved problems are not printed and are left out! page 462 and 463

I enjoyed this book. It was informative and fairly straight forward. It did not drag on like some other text books.

great condition

This book contains a lot of useful information for practitioners, since it focus on what really matters for any company. This is a reference book that I maintain close to me, in my office shelf.

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