



Operations Management: Goods, Services, and Value Chains (with Crystal Ball Pro 2000 and CD-ROM)

David Alan Collier, James R. Evans

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This exciting new textbook provides exceptional coverage of the essential topics taught in a modern operations management course. It's highly current coverage includes contemporary and relevant service theory and applications, and appropriate manufacturing applications and theory are included where relevant. The book's modern/strategic approach addresses OM from a cross-functional perspective, which views operations as linked to all other functional areas of an organization, such as marketing and finance, etc. The strategic approach takes into consideration the integration of technology and how it changes the way a firm operates. Recognition of this current trend is the main differentiating factor for this Collier/Evans text. The book provides equal coverage of manufacturing and services theory and applications, while placing an emphasis on the integration of the value chain.

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