



Operations Management: Quality and Competitiveness in a Global Environment

Roberta S. Russell, Bernard W. Taylor

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Featuring an ideal balance of managerial issues and quantitative techniques, this new Fifth Edition of Russell and Taylor's comprehensive introduction to operations management keeps pace with current innovations and issues in the field, particularly those related to the impact of information technology and the global business environment on OM. The authors present the concepts clearly and logically, and help students see how OM relates to real business.

Russell and Taylor recognize that many students struggle with the quantitative material in their Operations Management course. That's why their text offers extensive collection of exercises and solved problems, along with outstanding problem-solving support, including eGrade Plus. eGrade Plus links problems from the book to relevant sections in an online version of the text, and provides opportunities for practice and a quantitative survival guide.



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