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OM5 (with CourseMate, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



Synopsis

Created through a "student-tested, faculty-approved" review process with input from more than 150 students and faculty, Collier/Evans' OM5 provides a streamlined introduction to the core concepts, techniques, and applications of contemporary operations management. This concise, engaging, and accessible text includes a full suite of integrated learning tools--including flashcards, cases, datasets, games, and quizzes--in a convenient and affordable package perfect for today's diverse learners. OM5 provides the latest examples featuring companies students will recognize from the news as well as videos for every chapter, case studies and end-of-chapter problems with exciting new material online. Five additional chapters online enable readers to delve further into the quantitative aspects of operations management.

Book Information

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Operations

Customer Reviews

This books is making me dumber. Obviously the authors think that operations management is the end all be all of business. However they fail to see the forest for the trees. A good example is the quote "operations management has changed more than any other aspect of business in the last 10 years".... Really? IT or logistics have progressed exponentially in that time. The book is designed to be flashy and "hip" but fails miserably to have any real substance that couldn't be found in any online search for operations management. I had to buy this book for class and am not happy about its contents. This is the 4th version so they apparently crank this crap out once a year in order to

charge top dollar.

Awful! The questions asked at the end of the chapter aren't always covered in the reading. I HIGHLY discourage this book for use of a college course. Google is much more helpful in obtaining answers to the questions than the reading.

I bought this for a college course, so it meets my expectations as the required textbook.

Examples really easy too follow. Many typos, but nothing you can't work around.

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