R. Dan Reid, Nada R. Sanders

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**DESCRIPTION**

In the 6th Edition of *Operations Management*, Dan Reid and Nada Sanders have strengthened their commitment to improve the teaching and learning experience in the introductory operations management course. The text provides a solid foundation of Operations Management with clear, guided instruction and a balance between quantitative and qualitative concepts. Through an integrated approach, the authors illustrate how all business students will interact with Operations Management in future careers.

**ABOUT THE AUTHOR**


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NEW TO EDITION

# Company Examples: In order to offer the most current text we have made updates in company examples across all chapters.

# Technology: updated discussions with regard to the latest technologies that impact operations management. This includes discussions of 3-D printing, new generation robotics and automation, and advancements in RFID, in Chapter 3.

# Big Data and Analytics: incorporated the latest on big data and analytics, in Chapters 1 and 3. In Chapter 8, we have added an entire section on Predictive Analytics and Forecasting.

# Supply Chain Management Issues: discuss the ramifications on materials being shipped from Asia to the United States # for example, the cancellation of the shipping facility in Mexico and the widening of the Panama Canal.

# Chapters Reorganized: better integration of topics added over previous editions into each chapter.

FEATURES

# Integrated Approach: Integrated coverage of why and how Operations Management is integral to all organizations helps business students connect Operations Management to future business careers.

# Balanced Coverage: The coverage of quantitative and qualitative concepts is balanced, and further supports student comprehension; applications of these concepts are woven throughout the text with relevant business examples.

# Virtual Company Interactive Consulting Cases: Two web-based cases featuring a cruise company and a medical consulting company provide assignments for students to solve operations problems, tying all the topics in the book together in a real-life environment.

# WileyPLUS Learning Space: WileyPLUS Learning Space provides instructors and students a dynamic learning environment in which to interact at the point of learning. Both students and instructors can utilize the system or bring in outside resources to aid in learning. The Executive Summary Animation, housed exclusively within WileyPLUS Learning Space, uniquely summarize each chapter’s key concept. Offering instructors a new methodology for engaging and assessing their students and/or flipping the classro
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