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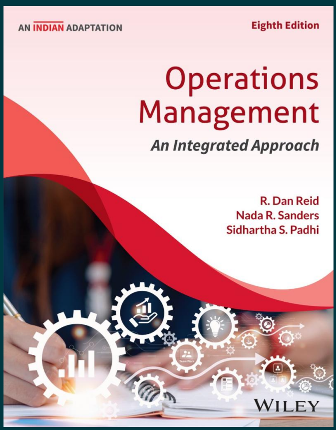

Operations Management, 8ed (An Indian Adaptation)

By R. Dan Reid, Nada R. Sanders, Sidhartha S. Padhi

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Description

In an era of unprecedented business evolution, marked by technological breakthroughs and global challenges, an Operations Management (OM) textbook emerges to equip students with the essential tools to navigate the complexities of the modern corporate environment. This textbook stands as a testament to the transformative power of global integration, AI advancements, sustainability imperatives, and the disruptive effects of the COVID-19 pandemic on traditional business practices, emphasizing the pivotal role of OM in maintaining a firm's competitive advantage. This textbook aims to provide a foundational knowledge of OM, blending classic and modern methodologies, including IT, robotics, AI, and sustainable practices. It covers strategic and tactical decision-making and the specific challenges of service and manufacturing sectors. The book is also designed for accessibility, with relatable introductory stories and clear explanations to cater to students with varying business acumen. It progresses from strategic to tactical OM topics, with self-contained chapters for teaching flexibility and upfront background knowledge summaries.

About the Author

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