



Fundamentals of Operations Management with Student CD-Rom

Mark M. Davis, Nicholas J. Aquilano, Richard B. Chase

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As a major revision, "Fundamentals of Operations Management, 4/e" introduces students to the fundamental processes of managing and controlling a variety of operations. Davis' book addresses the increasing trend away from lengthy, highly quantitative texts toward more pragmatic, managerial issues that confront today's operations managers. There is increased coverage of service operations rather than the more traditional "factory", or manufacturing approach. It's written in a style suited for non-majors who assume no prior background in the field of operations. Davis covers introductory and numerical examples and quantitative methods, but the main focus is on general concepts and applications. Unlike Stevenson, which focuses on the tools of operations management, Davis' approach to the subject is more conceptual or managerial.



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