



Operations Management: Creating Value Along the Supply Chain, 7th Edition

By Roberta S. Russell, Bernard W. Taylor III

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Known for its comprehensive approach, this text shows operations managers how to analyse processes, ensure quality, create value, and manage the flow of information, products and services. The seventh edition offers an extensive collection of exercises and solved problems to reinforce key concepts. An increased emphasis is placed on supply chain management and services. New information is presented on the environment and green management, and technology type OM topics as it applies to production, control, the supply chain, and global operations. All chapter opening cases and in-text example boxes have also been revised or replaced. This new content better prepares operations managers for the issues they'll experience in the field.

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Editorial Review

From the Back Cover

A blueprint for successful operations management

Today's managers need more than a clear understanding of what it takes to supervise operations through quantitative techniques, technology, and processes; they need to learn how to effectively coordinate those operations across a global supply chain.

The 7th Edition of *Operations Management: Creating Value Along the Supply Chain* continues to provide a solid foundation for both qualitative and quantitative operations processes; teaching students how to analyze operational processes designed to ensure quality, create value, and optimize output in order to make organizations more successful. The authors successfully make complex topics easy to understand; with frequent real-world examples, virtual online tours of service and production facilities, and easy to understand example problems. Now with *WileyPLUS* for OM, an innovative, research-based, online environment for effective teaching and learning, students will be able to practice their quantitative skills while in the context of the course's learning objectives.

Highlights of the 7th Edition include:

- Continued emphasis on supply chain management
- New focus on sustainable practices
- Production of chocolate used as a vehicle to illustrate operations management topics
- New OM Video Series, featuring award-winning interviews and footage

About the Author

BERNARD W. TAYLOR III is the Pamplin Professor of Management Science and Head of the Department of Business Information Technology in the Pamplin College of Business at Virginia Polytechnic Institute and State University. He received a Ph.D. and an M.B.A. from the University of Georgia and a B.I.E. from the Georgia Institute of Technology. He is the author of the book *Introduction to Management Science* (10th ed.) and co-author of *Management Science* (4th ed.). Dr. Taylor has published over 80 articles in such journals as *Operations Research*, *Management Science*, *Decision Sciences*, *IIE Transactions*, *Journal of the Operational Research Society*, *Computers and Operations Research*, *Omega*, and the *International Journal of Production Research*, among others.

Roberta S. Russell is a Professor of Business Information Technology in the Pamplin College of Business at Virginia Polytechnic Institute and State University. She received a Ph.D. from Virginia Polytechnic Institute and State University, an M.B.A. from Old Dominion University, and a B.S. degree from Virginia Polytechnic Institute and State University. Dr. Russell's primary research and teaching interests are in the areas of operations and supply chain management, service operations, scheduling, and quality. She has been published in *Decision Sciences*, *IIE Transactions*, *International Journal of Production Research*, *Journal of Operations Management*, *IEEE Transactions*, *Annals of Operations Research*, *Computers and Operations Research*, and others.

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