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Operations/Decision Sciences

NEW TO THIS EDITION

- The Third Edition of Operations Now discusses key functional components of the supply chain and how to adapt and extend the techniques of operations management to management of supply chains. Strategy, quality, demand forecasting, capacity, purchasing, logistics and transportation have all now been included in the text’s new emphasis on Supply Chain

- In response to increasing demand on the part of business schools that course objectives and assessment material reflect and correspond to AACSB curriculum guidelines, the instructor’s/solutions manual and the test bank accompanying Operations Now indicate which chapter objectives, end-of-chapter questions and problems, and test-bank questions link up with and conform to AACSB guidelines. Objectives, problems and test questions that fulfill one or more of these guidelines are identified by an icon designating the guideline that the objective or question fulfills. (A separate icon for each guideline is included; the instructor’s resource manual includes a key that matches each icon to each AACSB guideline.)

- New pedagogical features make it even more student-friendly and to offer the instructor additional ease and flexibility with assignments and reinforcement of key concepts. Among these enhancements are advanced problems, cases, solved problems, and callback icons, which are placed in the margin of the text at those points in the narrative where the topic being discussed has particular relevance to the chapter-opening vignette.

FEATURES

- Byron Finch’s proprietary Resource/Profit model represents a unique framework for discussion of operations topics. By emphasizing the need to view operations decisions both in terms of added value and financial return, business students—operations majors and non-majors alike—are better equipped to become better managers by understanding the connection between operations and good business decisions.

- Conceptual material is supported by problem sets and case studies that yield two key benefits: students are offered ample opportunities to test their understanding of concepts and instructors are provided with a wealth of assignment material.

- Operations Now differs from many other textbooks by treating the subject of operations management within the context of the entire organization and with reference to the other functional areas that comprise it. Moreover, Operations Now distinguishes itself by addressing more frequently both the internal and external forces that dictate and influence the design of a firm’s operation. This gives students the perspective they need to understand the utility of the techniques they learn in the course.

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Business/Systems Dynamics

International Edition

BUSINESS DYNAMICS
Systems Thinking And Modeling For A Complex World
By John Sterman
2000 / 768 pages
(with CD-ROM)
[IE with CD-ROM]

CONTENTS


Introductory Operations Management

International Edition

OPERATIONS NOW
Supply Chain Profitability and Performance with Student DVD, 3rd Edition
By Byron Finch, Miami University—Oxford
2008 (December 2006)
[IE]

Operations Now introduces the operations function from a vantage point that encompasses both the entire organization and the broader supply network. The author begins his discussion of operations management by first establishing the goal to which any high quality operation must aspire: the goal of profitability. Operations Now presents operations within the context that acknowledges its interactions both within and without all functional areas of an organization, including the links throughout the supply chain. Thus, students not majoring in operations management immediately understand why they are studying a subject that had heretofore seemed to them irrelevant; operations majors receive valuable instruction in how their chosen field affects and facilitates other functional areas within the enterprise and aligns with the overall goals of the organization.
OPERATIONS AND SUPPLY MANAGEMENT
By Robert Jacobs, Indiana University-Bloomington and Richard Chase, University of Southern California
2008 (November 2006)
(with Student DVD)
Website: http://www.mhhe.com/jacob1e

Jacobs and Chase continue to lead the field of Operations Management with cutting edge up-to-date content, technology, and motivation. Now, in this First Edition Jacobs and Chase focus on the core concepts of operations and supply management. This condensed text was constructed with the four essential core areas of process, quality, inventory, and supply chain management in mind, as decided by a panel of OM instructor’s at the Decision Science Institute meeting, and after conducting a survey of content coverage in representative universities. The new Core text provides increased emphasis on supply management concepts along with a focused presentation of the core OM concepts.

FEATURES
- Up-to-date coverage of Supply Chain Management, Enterprise Resource Management, Six-Sigma, and Lean Manufacturing: the topics that companies focus on today.
- Breakthrough Boxes featuring best practices at real companies
- Engaging short cases – real companies, interesting exercises. (Companies include Toshiba, IKEA, Brunswick Motors)
- Internet Beer Game and E-OPS game that are popular with adopters of Chase 11e, also apply to The CORE.
- Reduced length and price.
- Student DVD with improved user interface, new and expanded videos, and a wealth of study resources for students.

CONTENTS

NEW TO THIS EDITION
- Four Chapters Thoroughly revised:
  * Strategy (Chapter 2) - Updated and Rewritten.
  * Processes (Chapte 7) - new flow-chart models and methods added.
  * Forecasting (Chapter 11) - new examples and methods incorporated.
  * MRP (Chapter 16) - rewritten to place greater emphasis on ERP
- Thorough Updating of selected topics:
  * 50% revision and addition to internet exercises.
  * New quantitative problem sets.
  * Three new cases and updates of retained case studies.
  * New boxed inserts.
- New Topical Additions and Emphases:
  * More e-business applications
  * Greater emphasis on both Lean Operations and JIT
  * Expand coverage of Six Sigma

FEATURES
- Unified Decision Framework organizes decisions into four major categories: process, quality, capacity, and inventory.
- Cross-functional emphasis with a balance of manufacturing and service examples. Throughout the narrative, OM is discussed in relation to other organizational functions, with a wide variety of types of companies referenced.
- Robust Case studies contribute to the depth of student understanding.

CONTENTS

OPERATIONS MANAGEMENT VIDEO SERIES VOL. XII DVD
9th Edition
By Irwin/McGraw-Hill
2007 (October 2005)
(Details unavailable at press time)
Waiting Lines Supplement: Simulation

INTRODUCTION TO OPERATIONS MANAGEMENT

By William J. Stevenson, Rochester Institute of Technology

2006 / 832 pages
Website: http://www.mhhe.com/stevenson9e

The Ninth Edition of Operations Management features the latest concepts and applications while not losing focus on the core concepts that has made this text a market leader. This approachable text supports students in applying concepts and methods by providing solved problems, examples, questions, practice problems, and cases. Students learn by doing, and the Ninth Edition continues to offer more support for ‘doing Operations’ than any other. A Student DVD ROM complete with Excel templates; data files; videos from companies like Honda, United Airlines, McDonald’s, Disney, and more; self quizzes; weblinks; and innovative ‘screen cam tutorials’ that show students how to use Excel are included in the package. The DVD ROM also features six new segments and expanded editions of additional videos.

NEW TO THIS EDITION

- Expanded Videos on the Student DVD, including six new segments.
- The 9e also features time based indexing to allow zeroing in on specific topics within a video segment.

FEATURES

- Clearly written explanations of concepts as well as methods. The Stevenson text has been the long time market leading title because it is understandable for undergraduate business students. This hallmark of the text results from the author’s devotion to and experience at teaching combined with thorough development contributions and suggestions from hundreds of adopters.

- Up to date revisions incorporate the latest concepts and applications while not losing focus on the core concepts of Operations Management.

- While some titles may overemphasize the latest buzzword, Stevenson integrates new ideas carefully and appropriately so that students have a long lasting understanding of the important operations management considerations to carry forward in the rest of their studies and in their careers.

- The Stevenson text has always supported students in applying concepts and methods, with solved problems, examples, questions, problems, and cases. Students learn by doing, and the Stevenson text offers more support for ‘doing Operations’ than any other.

- Learning support for students-the text includes a Student DVD ROM complete with Excel templates, data files, videos from companies like Honda, United Airlines, McDonald’s, Louisville Slugger, Disney, and many more, self quizzes, weblinks, and innovative ‘screen cam tutorials’ which show students how to use Excel and how to use the excel templates.

CONTENTS


MATCHING SUPPLY WITH DEMAND

An Introduction to Operations Management
By Gerard Cachon and Christian Terwiesch

2006 / 368 pages
Website: http://www.mhhe.com/cachon_terwiesch

The most authoritative, cutting-edge book for operations management and supply chain management. The book demands rigorous analysis on the part of students. When the use of quantitative tools or formal modeling is indicated, it is only to perform the necessary analysis needed to inform and support a practical business solution.

CONTENTS


OPERATIONS MANAGEMENT FOR COMPETITIVE ADVANTAGE

11th Edition
By Richard Chase, University of Southern California, F Robert Jacobs, Indiana University—Bloomington and Nicholas J Aquilano, University of Arizona

2006 / 368 pages
Website: http://www.mhhe.com/chase11e

Chase, Jacobs and Aquilano: Operations Management for Competitive Advantage, 11/e (CJA) provides a current and thorough introduction to the concepts, processes, and methods of manufacturing and controlling operations in manufacturing or service settings. The text provides comprehensive coverage, from high-tech manufacturing to high touch services with a balanced treatment. Chase, Jacobs, and Aquilano also thoroughly integrates and discusses current issues such as globalization; supply chain strategy; E-business; and ERP. The concepts are illustrated by using abundant real world examples, articles, illustrations, problems and cases. Technology is integral to the success of this course, as such, CJA also provide students and instructors with an innovative array of leading edge technology learning and teaching tools.

CONTENTS

SECTION ONE OPERATIONS STRATEGY AND MANAGING CHANGE 1 Introduction to the Field 2 Operations Strategy and Competitiveness Technical Note 2 Optimizing the Use of Resources with Linear Programming 3 Project Management SECTION TWO PRODUCT DESIGN AND

International Edition

NEW

OPERATIONS MANAGEMENT

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By William J Stevenson, Rochester Institute Technology

2007 (June 2006) / 832 pages
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OPERATIONS MANAGEMENT

7th Edition

By Edward M. Knod, Western Illinois University and Richard Schonberger, University of Washington

2001 / 672 pages


(with CD, Mandatory Package)


[IE with CD]

Website: www.mhhe.com/pom

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INTERACTIVE MODELS FOR OPERATIONS AND SUPPLY CHAIN MANAGEMENT

By Bryon Finch, Miami University of Oh-Oxford

2007


(with CD)

This First Edition provides interactivity to students by use of state-of-the-art java applets. Students are shown concepts depicted graphically and are able to manipulate those graphics to simulate real world actions. Therefore, students learn comprehensively as they participate with the text and supporting technology. Written by a leader in this course, the concise and affordable paperback can be used harmoniously with additional teaching materials. The book adopts a modeling approach for dealing with a variety of common problems in designing and improving operations. Students will obtain “hands on” experience in developing efficient and cost effective solutions to such problems.

FEATURES

• State-of-the-Art java applets provide interactivity for students.

• Adopts a modeling approach to deal with a variety of common problems in designing and improving operations.

• Short, inexpensive paperback format permits use with other materials.
INTRODUCTION TO MANAGEMENT SCIENCE
A Modeling and Case Studies Approach with Spreadsheets, 3rd Edition
By Frederick Hillier, Stanford University and Mark Hillier, University of Washington
2008 (March 2007) / 672 pages

NEW TO THIS EDITION
• MORE STREAMLINED PRESENTATION, FOCUSING ON KEY ANALYTICAL TECHNIQUES FOR BUSINESS. The third edition is considerably shorter, offering a more focused presentation of management science.

• CLEARER SEPARATION OF SIMPLE AND COMPLEX TOPICS; A sharper distinction is made in the book and on the student CD ROM between

FEATURES
• A MODELING APPROACH: The book revolves around a modeling approach, focusing the role of a model, model formulation, and the analysis of model results.

• EXTENSIVE USE OF CASE STUDIES: Many chapters use extended case studies illustratively, within the body of the chapter, and offer end-of-chapter cases for analysis as well.

• SPREADSHEET-DRIVEN TREATMENT OF KEY TOPICS IN MANAGEMENT SCIENCE: Taking a modern approach to the subject, and utilizing the latest technology, the book adopts pedagogy that is consistent with current trends in the teaching of management science.

CONTENTS

Streams, 3rd Edition
By William D Stevenson, North Carolina State University and Ceyhun Ozgur, Valparaiso University
2007 (February 2006) / 672 pages
(with Spreadsheets)
(with Spreadsheets and Student CD)
(IE with Spreadsheets and Student CD)
(Instructor’s Edition with Student CD t/a Text)
Website: http://www.mhhe.com/stevensonozgur1e

This text combines the market leading writing and presentation skills of Bill Stevenson with integrated, thorough, Excel modeling from Ceyhun Ozgur. Professor Ozgur teaches Management Science, Operations, and Statistics using Excel, at the undergraduate and MBA levels at Valparaiso University--and Ozgur developed and tested all examples, problems and cases with his students. The authors have written this text for students who have no significant mathematics training and only the most elementary experience with Excel.

FEATURES
• Unique student oriented formatting: Stevenson-Ozgur includes more Excel Screen shots along with complete Excel cell formulea in virtually every example. This provides more detail and better reference support for beginning undergraduate level students.

• Flexibly organized into 3 sections, the Introduction and Forecasting, Deterministic Models, and then Probabilistic Models. Forecasting can be moved and taught at any time in the course, and there are four supplementary chapters included on the CD Rom.

• Teaching and learning support built into each chapter include solved examples, solved problems, chapter learning objectives, summaries, glossaries, and problems and cases for assignment.

• Realistic and understandable business examples are used to present and motivate student understanding throughout the text. “Modern Management Science Applications” included in most chapters provide short summaries of the latest Edelman award winning applications for student awareness and enrichment.

• Student CD Rom includes introductory Screen Cam tutorials, all Excel templates, data files, and Excel solutions for solved examples and solved problems.

Streams, 3rd Edition
By Michael Moses and Sridhar Seshadri of New York University
2007 (February 2006) / 672 pages
(Manual with CD ROM) - Out of Print

This text combines the market leading writing and presentation skills of Bill Stevenson with integrated, thorough, Excel modeling from Ceyhun Ozgur. Professor Ozgur teaches Management Science, Operations, and Statistics using Excel, at the undergraduate and MBA levels at Valparaiso University--and Ozgur developed and tested all examples, problems and cases with his students. The authors have written this text for students who have no significant mathematics training and only the most elementary experience with Excel.

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NEW QUANTITATIVE TECHNIQUES IN MANAGEMENT
3rd Edition
By N D Vohra, Ramjas College of University of Delhi
2006 (June 2006) / 976 pages
Tata McGraw-Hill Title
Website: http://www.mhhe.com/vohra3e

The new edition continues in the tradition of application of various quantitative techniques in managerial decision making. Comprehensive treatment of the concepts in the MS/OR area and a large number of solved problems and exercises are the main pillars of the text.

FEATURES
- A new chapter on “Dynamic Programming”
- An ‘Overview’ of the contents, at the beginning of every chapter.
- Section on PERT/CPM (Chapter 12) has been enlarged.
- Changes in the chapter on Inventory Management (chapter 9) on the discussion on Safety Stock.
- More exercises in Goal Programming (chapter 7).
- An OLC containing solutions manual

Learning Aids
- Key Points to Remember
- Test Your Understanding
- Exercises and Practical Problems
- Review Illustrations (solved examples)
- Chapter Summary
- Schematics of algorithms

CONTENTS

INTRODUCTION TO MANAGEMENT SCIENCE
A Modeling & Case Studies Approach with Spreadsheets, 2nd Edition
By Frederick Hillier, Stanford University and Mark Hillier, University of Washington
2003 / 736 pages
(with Student CD-ROM)
[IE with CD]

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MANAGERIAL SPREADSHEET MODELING AND ANALYSIS
By Rick Hesse, Mercer University
1997 / 704 pages
(Out of Print)

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INVITATION TO PUBLISH
McGraw-Hill is interested in reviewing manuscript for publication. Please contact your local McGraw-Hill office or email to asiapub@mcgraw-hill.com
Visit McGraw-Hill Education (Asia)
Website: www.mcgraw-hill.com.sg
QUANTITATIVE METHODS FOR BUSINESS
2nd Edition
By Frank Dewhurst
2006 (April 2006) / 608 pages
McGraw-Hill UK Title
Website: http://www.mcgraw-hill.co.uk/textbooks/dewhurst

The new edition of Quantitative Methods for Business and Management offers a complete introductory course in Quantitative Methods, providing students with basic practical experience in quantitative approaches in modelling and analysis for business and management. The book features sections on foundation topics, models for business and management, and modelling and analyzing decisions. In particular, the new edition features greater coverage of statistics to reflect teaching in this area, with chapters on Elementary Statistics, Summary Statistics and Inferential Statistics. Other new areas of coverage in the second edition include Network Models and Non-linear Models. The book retains its popular style which offers students numerous examples accompanied by clear and straightforward explanations. Excel examples are also integrated throughout to help students to understand how this software tool is used by managers, and frequent questions and exercises enable students to test their understanding. A free CD contains Excel applications and solutions to the exercises in the textbook, and a full online learning centre completes an excellent learning package for business students.

NEW TO THIS EDITION
- Enhanced coverage of statistics, developing the topic coverage to offer chapters on Elementary Statistics, Summary Statistics and Inferential Statistics
- A revised and restructured Part C offers further new chapters on Network Models and Non-linear Models
- Streamlined introductory material rewritten to offer a more concise introduction to the basic concepts of numbers and symbols
- A CD-ROM with illustrative worked examples from the text implemented in Microsoft Excel and new to this edition, complete answers to exercises within the textbook.

FEATURES
- Packed with examples to demonstrate quantitative techniques in practice, with clear and helpful explanations throughout
- Numerous Exercises and case study problems to apply the techniques to business decisions and offer essential problem-solving practice
- Short, self-contained sections covering a broad range of topics allow the book to be tailored to suit any quantitative techniques course.
- Section prerequisites, learning objectives, summaries and key point boxes are accompanied by signpost references to enable easy navigation through the book.

CONTENTS

Upper Level Operations Management

PRODUCTION AND OPERATIONS ANALYSIS
5th Edition
By Steven Nahmias, Santa Clara University
2005
(with Student CD-ROM)
[IE with Student CD-ROM]
Website: www.mhhe.com/nahmias5e

This text provides a survey of the analytical methods used to support the functions of production and operations management. This latest edition continues to bring the most thorough coverage of cutting-edge quantitative models used in operations, while presenting it in a clean, easy to understand fashion. There are many new problems both solved and unsolved for students to comprehend the quantitative material of the book. Furthermore, we have enhanced the technology package of this book to have more applied learning of concepts and skills for students. Lastly, technology, such as the internet, ecommerce, etc has been added to reflect the changes in how business is conducted. This text reflects Steve Nahmias’ extensive teaching background and experience in both business and engineering schools.

CONTENTS
MANAGING PROJECT AND SERVICE DEVELOPMENT

Text and Cases

By Stefan H Thomke, Harvard Business School

2007 (January 2006) / 448 pages


Website: http://www.mhhe.com/thomke

This text offers a new option for instructors interested in emphasizing a balance between products and services. Managing Product and Service Development is about the managerial aspects critical to conceiving, designing, and developing innovative products and services. The course exposes students to some of the best management practices, tools, and frameworks known today, and introduces new approaches that hold promise for the future. Many texts are either aimed at engineering or marketing specialists and do not adequately address the often difficult general management issues that arise in complex development projects. This book does not require training or experience in a technical field but addresses the role of new technologies in product development. In this text, students learn about innovation through exploration. All the material has been developed and tested in the MBA and executive education classroom at Harvard Business School. The Instructor’s Manual (IM), as only part of this text’s proven teaching materials, describes an optional student project that complements in-class sessions.

FEATURES

- Harvard Business School tested: The teaching material and approaches have been developed, tested, and refined over six years in a successful second-year MBA elective course at Harvard Business School. Students are given a conceptual introduction to the subject—then asked to explore and validate these concepts through case analysis. This method has resulted in a deeper understanding for students.

- A Balanced Approach: With a balanced approach that covers product and service development, readers receive a broad and realistic idea of development issues in each major sector of our economy. Offering more than simply teaching fundamental principles (process design, project management, etc.), this text pushes the frontiers of product and service development. Each module contains advanced material from recent research in a teaching friendly form (e.g., innovation toolkits in the Bush Boake Allen case study, lead user research in the Innovation at 3M case).

- Innovation through Exploration: Employs and promotes an inductive, exploratory approach to the process of product and services development. With its emphasis on the experimental and exploratory aspects of product and service development, this book stresses the importance of maintaining a fresh and innovative perspective in design and development.

- More Than A Text: This new edition is much more than the sum of its parts; the case studies, readings, and exercises are integrated into three modules that have an underlying pedagogical logic that is explained in module notes. These materials (module notes, teaching notes & plans, presentation material) are made available to all adopting instructors.

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that the students gain exposure to those topics recognized by the Management Institute’s Body of Knowledge (PMBOK), insuring
and scheduling techniques, such as work breakdown structures, holder management. Students will be required to use planning
need to employ and develop skills pertinent to personnel selec
initiation to completion. Within this framework the student will
the complexities involved in undertaking a project. The goal of
together many of the salient challenges of project management
members in business. The purpose of this simulation is to tie
decisions and their effect on the bottom line in other words,
think, and a predilection to consider the ramifications of
simulations encourage team development, collaboration, global
the role of competitive decision-making in business. Computer
practices, the inter-relatedness of various business functions, and
use of computer simulations to demonstrate real world business
teaching. One of the most powerful of these approaches is the
With the rapid rise of computers and advanced technology
[IE with CD and Access CODE]
(with Student CD) - Out of Print

Olson’s Introduction to Project Management, 2/e is a project
management text that focuses on “systems” issues. The primary
focus is to examine the many issues facing MIS project manag
ers. The revision also now incorporates the Project Management Institute’s Body of Knowledge (PMBOK), better preparing users
for the PMI certification exam. Olson focuses on traditional
project management topics such as project adoption, planning,
scheduling, and implementation while encouraging students
to view the projects holistically and analytically. Utilizing the
most current software and project management tools, he pro
vides students with the most effective strategies for today’s IT
project managers.

CONTENTS

1. Introduction to Project Management 2. Human Aspects of Informa
Selection and Approval 5. Requirements Definition 6. System Develop
Control and Assessment / Appendix (Microsoft Project) / PMBOK Cross
References

SIM’S PROJECT PLAYER’S MANUAL AND ACCESS
CODE
By Jeffrey K. Pinto and Diane H. Parente
2003 / 250 pages
[IE with CD and Access Code]

With the rapid rise of computers and advanced technology
in the classroom have come new pedagogical approaches to
teaching. One of the most powerful of these approaches is the
use of computer simulations to demonstrate real world business
practices, the inter-relatedness of various business functions, and
the role of competitive decision-making in business. Computer
simulations encourage team development, collaboration, global
thinking, and a predilection to consider the ramifications of
decisions and their effect on the bottom line in other words,
many of the skills that are useful to project managers and team
members in business. The purpose of this simulation is to tie
together many of the salient challenges of project management
in order to give students the deepest possible understanding of
the complexities involved in undertaking a project. The goal of
the simulation will be to have students manage a project from
initiation to completion. Within this framework the student will
need to employ and develop skills pertinent to personnel selec
tion and training, motivation, conflict management, and stake
holder management. Students will be required to use planning
and scheduling techniques, such as work breakdown structures,
PERT/CPM, scope development, and risk analysis. The topical
coverage will have approximate coincidence with the Project
Management Institute’s Body of Knowledge (PMBOK), insuring
that the students gain exposure to those topics recognized by

the key professional organization for project manager. Although
perfectly useful as a stand-alone piece of software, this simula
tion can be bundled with either of any project management
books, discounting both bundled items. An especially attrac
tive option is to bundle it with the Second Edition of Project
Management: The Managerial Process by Gray and Larson.
Great pains were taken to coordinate the revision of this book
with the development of Pinto and Parente’s simulation. One
of the four scenarios used in the simulation has been cast in
the form of a continuing case used in the book, thus making a
tie in between the book and the simulation.
A fuller treatment of Hypothesis Testing, including a hypothesis testing roadmap, to guide students on the choice of statistical tests.

Updated references and supplementary readings with descriptions of the citations, based on online searches of the latest literature—books, conferences, and journals.

Use of MINITAB software to analyze data and solve problems. Worked examples using MINITAB are featured and data sets for exercises are provided on the website.

New examples and exercises expanded to include: medical devices, service sector, pharmaceuticals, food, and software industries.

Integration of ASQ style exam questions throughout chapters and updated in the Appendix.

25% new figures.

CONTENTS


WHAT IS DESIGN FOR SIX SIGMA
By Peter Pande, Robert Neuman and Roland Cavanagh of Pivotal Resources
2006 / 96 pages
A Professional Reference Title

What Is Design for Six Sigma? reveals how to use DFSS to design new products, services, and processes so that quality problems can be solved before they ever start. Topics include:

- How to design new products and processes
- The DMADOV implementation process (Define, Measure, Analyze, Design, Optimize, and Verify)
- How to redesign existing processes and services

QUAILITY MANAGEMENT
3rd Edition
By Howard Gitlow, University of Miami, Rosa Oppenheim, Rutgers University, Alan Oppenheim, Montclair State University and David Levine
2005 / 767 pages
(with Student CD)
[IE with Student CD]

Quality improvement is now recognized as an essential function of any organization’s survival. Leading corporations have demonstrated that improved quality raises profits, reduces costs, and provides competitive advantage. This is no minor task, it requires vast knowledge, training on the proper tools and effective methods and strategies. In comes, Quality Management, 3/e, this text presents a comprehensive approach to quality improvement, using Dr. W. Edwards Deming’s philosophy of quality, productivity, and competitive position. Attention is given to modern inspection policies (Deming’s kp rule) as opposed to traditional acceptance sampling procedures, integrated with the author’s effective use of quality improvement stories, many examples and mini-case studies to help students better understand and appreciate the concept of Quality Management and Improvement.

CONTENTS

Part One: Foundations of Quality Management
1 Fundamentals of Quality 2 Fundamentals of Statistical Studies 3 Defining and Documenting a Process
Part Two: Tools and Methods of Analytic Studies
Part Three: Administrative Systems for Quality Management
19 Some Current thinking About Statistical Studies and Practice

JURAN’S QUALITY CONTROL HANDBOOK
5th Edition
By Joseph Juran and A. Godfrey
1999 / 1872 pages
A Professional Reference Title

(contemporary Edition is not for sale in Japan)

CONTENTS

Service Operations Management

STATISTICAL QUALITY CONTROL
7th Edition
By Eugene Grant, Stanford University, and Richard Leavenworth, University of Florida
1996 / 764 pages
(with 3.5" disk)
CONTENTS

FLYING HIGH IN A COMPETITIVE INDUSTRY
Cost Effective Service Excellence at Singapore Airlines
By Loizos Heracleous, Nitin Pangarkar and Jochen Wirtz
2005 / 168 pages
An Asian Publication
A Professional Reference Title
This book aims to answer a simple but intriguing question: How has Singapore Airlines managed to make healthy profits every year, in an industry whose performance over the years has been dismal? SIA’s profitability on the other hand has been exceptional, superior in the long term than any competitor in its peer group. The authors’ purpose in writing this book is to answer this question, based on in-depth research on the airline industry and SIA, and derive some general lessons for managers in other industries.

CONTENTS
1 Introduction 2 The Airline Industry: Trends, Economics, Performance and Strategic Imperatives 3 Key Drivers of SIA’s Performance: Strategic Choices and Resource Deployment Decisions 4 Achieving Cost Effective Service Excellence at Singapore Airlines 5 Innovation as a Key to Sustain Key Excellence 6 Managing People Effectively to Deliver Sustained Service Excellence 7 How to Win in Cut Throat Industries / Lessons from Singapore Airlines

PROFESSIONAL SERVICES
Text and Cases
By Thomas DeLong and Ashish Nanda of Harvard Business School
2004 / 576 pages
Website: http://www.mhhe.com/delongnanda
DeLong and Nanda’s Managing Professional Services is the first casebook to be published on the management of professional service firms (law firms, architecture, ﬁnancial services, consulting). It includes a comprehensive selection of case studies that span these industries broadly. Although much has been researched and written about managing service ﬁrms generally (e.g., food service, hotels, banking and other consumer services), very little has been compiled on managing professional services. Professional Service ﬁrms have a highly educated employee base and these ﬁrms offer both consumer and commercial services that involve managing, supporting and improving their clients’ intellectual assets. DeLong and Nanda have developed this text
to demonstrate to students the unique challenges and opportunities attendant upon this market segment of our economy.

CONTENTS

MANAGING SERVICES
Using Technology to Create Value
By Mark Davis, Bentley College and Janelle Heineke, Boston University
2003 / 480 pages
(with Student CD-ROM) - Out of Print
Website: http://www.mbhe.com/davisheineke


International Edition

NEW TO THIS EDITION
• Improved and Integrated Coverage of Technology: This edition reflects a more realistic approach to incorporating technology in today’s companies and this in-depth integration allows readers to better understand how technology implementation, new trends, and customers can affect the design and management of a supply chain.

• New and Updated Cases: Thanks to reviewer feedback, whenever possible single cases have been replaced with multiple cases giving readers even more opportunities to realistically study of how supply chain management is utilized in real companies better preparing them to be successful managers.

• More Comprehensive and Complete Ancillary Package: With improved, stronger PowerPoint presentations, and improved teaching notes on the Instructor CD, even instructors without a background in supply chain or those teaching the course for the first time will have their start-up costs reduced and their pool of instructional resources increased by these improved ancillaries.

• New “Supply Contracts” Tool on Student CD-ROM: Besides the computerized versions of “The Beer Game” and the “Risk Pool Game,” there will be a newly developed electronic tool dealing with supply contracts. Now students have even more support to help them conceptualize strategic supply chain management.

FEATURES
• Strong Coverage of E-commerce: By incorporating the latest insights into the most current practices related to the Supply Chain and E-commerce, students get an up-to-date view of supply chain management.

• Expanded Discussion of Forecasting: Thanks to reviewer suggestions, readers now have more coverage of the quantitative strategies involved in effectively managing a supply chain.

• Broad Introduction to Supply Chain Management Issues: The topics discussed range from a basic discussion of inventory management, logistics network design, distribution systems, and customer value, to more advanced discussions of strategic alliances, the value of informa-
tional in the supply chain, information technology and decisions support systems, and international issues in supply chain management.

- Case Studies: Each chapter contains at least one or more case study. These case studies offer real examples of supply chain challenges and provide readers numerous opportunities to apply their knowledge to a strategic question or set of questions involving supply chain management.

- Authorship: The authors have taught a variety of students and their book is written to appeal to many types of readers. Appropriate for undergraduate and graduate business students as well as for engineers and engineering students, this text will also appeal to customers in the professional market that are seeking a reference book on supply chain management.

**PURCHASING AND SUPPLY MANAGEMENT**

By W.C. Benton
2007 (June 2006) / 800 pages
Website: http://www.mhhe.com/benton07

Purchasing and Supply Management, 1/e, by W.C. Benton, offers insights into the theory, practice, and implementation of supply management issues. A step-by-step approach helps students and professionals gain analytical purchasing skills. Many actual case studies and exercises help students transform purchasing theory into purchasing practice and implementation. Some of the topics include purchasing business processes, price cost analysis, professional services, transportation purchasing, global purchasing, and healthcare purchasing.

**FEATURES**

- Introduces innovative and recent concepts in purchasing and supply chain management, such as supply chain power and e-purchasing systems concepts.
- Includes coverage of pricing, price discrimination, and an appendix on the Robinson-Putman act.
- Covers special topics of interest to majors: equipment and leasing, healthcare purchasing, service procurement, and legal issues in purchasing and supply management.
- Contains over 25 case studies, all original to this text.

**CONTENTS**


**SUPPLY CHAIN LOGISTICS MANAGEMENT**

2nd Edition
By Donald Bowersox, David Closs and M. Bixby Cooper of Michigan State University—East Lansing
2007 (November 2005) / 464 pages
Website: http://www.mhhe.com/owersox2e

Supply Chain Logistics Management is exciting, and promises to bolster traditional logistics courses and invigorate supply chain management courses. By examining traditional logistics issues within the context of the supply chain, this text captures the current trends in Supply Chain Management and Supply Chain Strategy. Most textbooks approach this subject from a limited perspective, studying only internal functions of an organization to the exclusion of issues that relate to the entire supply chain in an integrated enterprise. Supply Chain Logistics Management provides a solid foundation that clearly describes the role of logistics within the supply chain, portraying a complete view of the subject and extending to show how all the pieces fit together.

**NEW TO THIS EDITION**

- Important new topics on supply chain added: process integration, relationship management, supply chain security and sustainability, globalization, and the impact of the new consumer economy on supply chain management and design.
- New, integrated treatment of technology, including ERP and advanced planning and scheduling systems.
- The book has been shortened and reorganized to facilitate a better teaching and learning pace, and a leaner presentation.

**FEATURES**

- Technology—Vast coverage of the most current technology in this industry such as Information Networks, Enterprise Resource Planning and Decision Support Systems are covered.
- MSU Loga Simulation—This unique simulation stresses a complete range of supply chain decisions.
- Authorship—The authors are well-known and respected. Don Bowersox is a well-published author and researcher. He is acknowledged as one of the leading authorities on logistics. David Closs’ research in logistics is also well respected, he also has extensive consulting experience and is a roundtable officer of the Council of Logistics Management, Bixby Cooper is the co-author of Marketing Channels along with Bowersox and is very visible as a member of various logistics professional organizations. Their talent will be very well received within the industry.
- Unique Balanced Approach : The book offers a unique blend of supply chain and logistics.
- Extensive integration of spreadsheet-based solution methods in the text and problem material, for example: Use of Excel Solver to solve linear programming problems (Chapter 10) and reciprocal cost allocation problems (Chapter 14), Use of Excel regression to solve linear regression problems, Use of spreadsheets to perform sensitivity analysis in cost-volume-profit analysis and to prepare process cost reports. Actual Excel screens are used to illustrate the use of the methods to make it easier to replicate the examples and problems, following the illustrated Excel commands.

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PART ONE – SUPPLY CHAIN LOGISTICS MANAGEMENT

Chapter 1 21st Century Supply Chains
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Chapter 18 International
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Chapter 20 Future...
Operations/Decision Sciences

5 Information Technology Framework PART TWO – SUPPLY CHAIN LOGISTICS OPERATIONS Chapter 6 Inventory Chapter 7 Transportation Infrastructure Chapter 8 Transportation Operations Chapter 9 Warehousing Chapter 10 Packaging and Materials Handling Chapter 11 Operational Integration PART THREE – SUPPLY CHAIN LOGISTICS DESIGN Chapter 12 Global Strategic Positioning Chapter 13 Network Integration Chapter 14 Logistics Design and Operational Planning PART FOUR – SUPPLY CHAIN LOGISTICS ADMINISTRATION Chapter 15 Relationship Development and Management Chapter 16 Operational, Financial and Social Performance / EPILOGUE

International Edition

MATCHING SUPPLY WITH DEMAND
An Introduction to Operations Management
By Gerard Cachon and Christian Terwiesch
2006 / 368 pages
Website: http://www.mhhe.com/cachon_terwiesch

The most authoritative, cutting-edge book for operations management and supply chain management. The book demands rigorous analysis on the part of students. When the use of quantitative tools or formal modeling is indicated, it is only to perform the necessary analysis needed to inform and support a practical business solution.

CONTENTS

International Edition

WORLD CLASS SUPPLY MANAGEMENT
The Key to Supply Chain Management with Student CD (Cases), 7th Edition
By David N. Burt, University of San Diego and Donald W. Dobler, Colorado State University, Emeritus
2003
(with CD-ROM)
Website: http://www.mhhe.com/burt7e

CONTENTS

International Edition

PURCHASING AND SUPPLY MANAGEMENT
13th Edition
By Michael Leenders and P Fraser Johnson of University of Western Ontario, Anna Flynn, Vice president of Institute of Supply Management and Harold E Fearon, Center for Advanced Purchasing Studies, Emeritus
2006 / 588 pages
Website: http://www.mhhe.com/leenders13e

The Leenders’ text provides a comprehensive introduction to the purchasing and supply chain management field, supported by 50 case studies. Cases cover purchasing and supply chain issues in a variety of settings, from process industries to high tech manufacturing and services as well as public institutions. Supply Management concepts, both strategic and tactical, have been expanded throughout the text, particularly in new chapters on Supply Law and Ethics, Public Supply, and Supplier Relations. While all basic tenets of the purchasing function and cost issues remain, the coverage of the field is state of the art highlighting the supply chain approach.

CONTENTS
Chapter 1 – Purchasing and Supply Management Chapter 2 – Supply Organization Chapter 3 – Supply Processes Chapter 4 – Information Systems and Technology Chapter 5 – Quality, Specification and Service Chapter 6 – Quantity and Inventory Chapter 7 – Transportation and Delivery Chapter 8 – Price Chapter 9 – Cost Management, Discounts, and Negotiation Chapter 10 – Supplier Selection Chapter 11 – Investment Recovery Chapter 12 – Supply Law and Ethics Chapter 13 – Research and Metrics Chapter 14 – Global Supply Chapter 15 – Public Supply Management Chapter 16 – Capital Goods Chapter 17 – Services Chapter 18 – Make or Buy, Insourcing, and Outsourcing Chapter 19 – Supplier Relations Chapter 20 – Strategy in Purchasing and Supply Management CASE INDEX SUBJECT INDEX
The text introduces students to the essential concepts of the SAP R/3 System, with the opportunity for hands-on implementation of those concepts. The text's succinct, yet thorough coverage makes it versatile, so that it is appropriate for both student instruction and professional training and reference.

**FEATURES**
- The core text is organized into three distinct main parts—Understanding Enterprise Software, Displaying SAP R/3 Information, and Processing SAP R/3—for easy readability and enhanced functionality.
- Includes helpful “Quick Checks” for student review of concepts after each chapter.
- Class-tested at Central Michigan University by undergraduate students; also used by SAP R/3 for its own training programs.
- Hands-on, up-to-date exercises using SAP’s IDES training data, SAP R/3’s own help files, and the 4.6 R/3 release—critical to the understanding and application of the software. Frees instructors’ time, as they would otherwise have to create the data for students’ exercises themselves. Also ensures students will be market-ready for SAP R/3 user companies.
- Flexibility of the hands-on exercises. Provided in two formats: local, ‘read-only’ ones and web-based activities with a ‘live client’ simulating a ‘real world’ SAP/R3 implementation.
- Can be purchased, at a discounted price, with other McGraw-Hill/Irwin texts in Operations Management.
- Heavily illustrated with graphics and annotated screen shots.

**CONTENTS**

SCHAUM’S OUTLINE OF OPERATIONS RESEARCH 2nd Edition
By Richard Bronson, Fairleigh Dickinson College and Goovindasami Naadimuthu of Fairleigh Dickinson University
1998 / 456 pages

A Schaum Professional Reference Title

Tackling the broad range of allocation problems that actually confront engineers, programmers and analysts in today’s business and industrial worlds, this book takes readers step-by-step through all the mathematical programming techniques—including the trailblazing Karmarkar algorithm—needed to excel in any operations research course. It’s easy to see why the first edition of this invaluable study guide sold more than 35,000 copies! It cuts down study time while it builds essential skills.
Efficient warehousing can minimize the effects of supply chain logistics performance—typically between 2% and 5% of corporate revenue. In world-class warehousing these costs are minimized while also improving customer service. The principles and systems described in this book are common denominators of world-class warehousing. The principles have been developed over a decade of logistics research, education and consulting project experience. World-Class Warehousing and Material Handling can be used to develop a warehouse master plan to support the corporation’s overall logistics strategy.

World-class warehousing continues to play a critical role in assuring high levels of customer service and overall logistics performance. Dramatic social and technological changes have brought new roles, responsibilities, and challenges to supply managers—along with exciting new opportunities. This definitive reference is the essential issue from outsourcing to total cost of ownership to managing supply chain sources and strategies. Addressing every issue. For more than three decades, The Supply Management Handbook (formerly The Purchasing Handbook) has been vital to a new, more technology-based imperative—identifying and managing supply chain sources and strategies. Addressing every essential issue from outsourcing to total cost of ownership to negotiations and contract management, an international team of supply management experts offers the authoritative, practical coverage you need to survive and thrive in today’s ever-changing supply management environment. Topics include:

- What key organizations are doing now to develop and implement next-generation supply methodologies
- An organization’s duty to and interaction with society, and insights for addressing the evolving concept of social responsibility in the supply arena
- A five-step best practices framework for implementing total cost of ownership in supply management
- Logistics considerations for the supply management professional
- Supply management in a risk-sensitive environment
- Sharpening your supply management skills
- Dramatic social and technological changes have brought new roles, responsibilities, and challenges to supply managers—along with exciting new opportunities. This definitive reference is the most trusted and efficient way to prosper in this ever-changing field.

The Supply Management Handbook
7th Edition
By Joseph Cavinato
2006 (June 2006) / 1000 pages

A Professional Reference Title

Turn to the collective wisdom of the field’s top experts to understand and solve even the most complex supply management issue. For more than three decades, The Supply Management Handbook (formerly The Purchasing Handbook) has been vital for purchasing and supply professionals in every field and industry. This latest edition comprehensively updates and revises this classic to encompass the ongoing shift from simple purchasing to a new, more technology-based imperative—identifying and managing supply chain sources and strategies. Addressing every essential issue from outsourcing to total cost of ownership to negotiations and contract management, an international team of supply management experts offers the authoritative, practical coverage you need to survive and thrive in today’s ever-changing supply management environment. Topics include:

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- Supply management in a risk-sensitive environment
- Sharpening your supply management skills

Dramatic social and technological changes have brought new roles, responsibilities, and challenges to supply managers—along with exciting new opportunities. This definitive reference is the most trusted and efficient way to prosper in this ever-changing field.

This new material: chapters on “The Evolution of Project Management” and “Successful Project Teams”

Contents
GLOBAL PROJECT MANAGEMENT HANDBOOK
Planning, Organizing and Controlling International Projects, 2nd Edition
By David Cleland, University of Pittsburgh and Roland Gareis, Vienna University of Economics and Business Administration
2006 / 575 pages
A Professional Reference Title

Learn and apply successful international project management techniques. Contributors from 20+ nations reveal how current project management concepts and techniques can be successfully applied in different political, cultural, and geographical settings. Learn how project management is carried out in major countries such as Canada, China, Russia, Germany, France, England--and how these techniques can be applied globally.

- Case histories from around the world provide lessons on the international application of project management
- 16 completely new chapters including ones on the rebuilding of Iraq, project management in outsourcing initiatives, and developing multinational teams

NEW TO THIS EDITION
- Financial Planning for Large Multinational Projects
- Describes how project management is carried out in representative major countries of the world, including the United States, Canada, China, Singapore, Hong Kong, Australia, Romania, Japan, France, England, Austria, and Denmark
- Numerous International Models included
- Role of the World Bank in Financing International Projects

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Chapter 5. Developing Multinational Project Teams
Chapter 6. Risk Identification and Assessment for International Construction Projects
Chapter 7. Developing Multinational Project Teams
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Chapter 10. Managing Human Energy in the Project-Oriented Company
Chapter 11. Managing Project Management Personnel and Their Competencies in the Project-Oriented Company
Chapter 12. Lessons Learned: Rebuilding Iraq in 2004
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Chapter 17. Managing Global Projects Over a Collaborative Knowledge Framework

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Part 5: National Project Management
Chapter 22. Project Management in Austria: Analysis of the Maturity of Austria as a Project-Oriented Nation
Chapter 23. A Brief Insight of Project Management in the Mainland of China
Chapter 24. Project Management in Australia
Chapter 25. Project Management in Romania

THE BUSINESS SAVVY PROJECT MANAGER
By Gary R Heerkens, Management Solutions Group
2006 / 350 pages
A Professional Reference Title

To make the leap from average to superior, you must develop the skills to manage each project like a small business. The Business-Savvy Project Manager thoroughly explains key concepts, principles, and tools for project managers to provide organizations with superior return-on-investment and top performance. From portfolio management and strategic alignment to calculation of economic metrics and effective use of both financial and nonfinancial criteria in project proposals, it gives you the business savvy for top-level performance and certain career success.

PROJECT PLANNING, SCHEDULING AND CONTROL
By James Lewis, The Lewis Institute, Inc
2006 / 550 pages
A Professional Reference Title

Project Planning, Scheduling, and Control has been the standard guidebook for project managers for more than 15 years. Addressing the key issues you face every day, Jim Lewis’s benchmark book brings the subject alive with accessible, nontechnical questions, step-by-step guidelines, and real-world examples and applications. This revised, updated, and expanded fourth edition provides an applications-oriented understanding of the issues you must confront and important tips for passing the Project Management Professional (PMP®) exam.

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