



Operations Management for MBAs

By Jack R. Meredith, Scott M. Shafer

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Operations Management for MBAs provides an introduction to the basic concepts of operations management with a strategic, conceptual, and contemporary approach. Specifically written with the needs of MBA students in mind, current topics such as supply chain management, the balanced scorecard, and yield management, as well as those specific to marketing, finance and other majors are explained.

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Editorial Review

From the Back Cover

An indispensable resource for MBA students and business managers is now more relevant than ever.

To do their jobs effectively, all managers need to know about operations and have an up-to-the-minute resource that arms them with the latest information to help them succeed. revised to include current information and relevant examples, this Fourth Edition of Jack Meredith and Scott Shafer's *Operations Management for MBA's* has been completely reorganized to focus on the most recent thrusts of operations management. The authors have pared down weighty quantitative material to provide only the essential coverage and examples that illustrate a particular business strategy.

Features of the 4th Edition include:

- Focus on strategy, six sigma, lean, and supply chain management.
- Text and topics have been streamlined from 11 to just 8 chapters.
- New case studies illustrate how concepts are applied on the job.
- Two-color presentation enhances images and exhibits.
- A new, four-section organization streamlines the new direction of operations.
- New discussions on sustainability, environment, recycling, and reclamation.
- New updates to Project Management.

About the Author

Jack Meredith is currently Professor of Management & Broyhill Distinguished Scholar & Chair in Operations at the Graduate School of Management at Wake Forest University. Dr. Meredith's research has focused on the strategic and operational problems that managers face, particularly those concerning the management of advanced technology. He received his BS and BSME at Oregon State University and his MBA and PhD at the University of California at Berkeley. Dr. Meredith has written eight books on operations management, project management and management science, including "Project Management" and "Operations Management for MBAs." He serves as outgoing editor in chief of the Journal of Operations Management. He received the school's inaugural Cowan Research Prize in 2002, the Academy of Management's 2003 Distinguished OM Scholar Award, and was inducted into the Oregon State University Engineering Hall of Fame in 2004.

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