

OPERATIONS MANAGEMENT TENTH EDITION

OPERATIONS MANAGEMENT TENTH EDITION OFFERS A COMPREHENSIVE AND UPDATED APPROACH TO THE PRINCIPLES AND PRACTICES OF OPERATIONS MANAGEMENT. THIS EDITION INTEGRATES MODERN METHODOLOGIES, CASE STUDIES, AND EXAMPLES THAT REFLECT THE LATEST TRENDS IN THE FIELD. IT SERVES AS AN ESSENTIAL RESOURCE FOR STUDENTS, EDUCATORS, AND PROFESSIONALS AIMING TO UNDERSTAND THE COMPLEXITIES OF MANAGING OPERATIONS IN MANUFACTURING AND SERVICE ORGANIZATIONS. THE TEXT COVERS KEY TOPICS SUCH AS PROCESS ANALYSIS, CAPACITY PLANNING, SUPPLY CHAIN MANAGEMENT, AND QUALITY CONTROL, EMPHASIZING PRACTICAL APPLICATION AND STRATEGIC DECISION-MAKING. THROUGHOUT THIS ARTICLE, THE FOCUS WILL BE ON THE STRUCTURE, CONTENT, AND RELEVANCE OF THE OPERATIONS MANAGEMENT TENTH EDITION, HIGHLIGHTING ITS CONTRIBUTIONS TO THE DISCIPLINE. ADDITIONALLY, THE ARTICLE WILL EXPLORE ITS PEDAGOGICAL FEATURES, UPDATES FROM PREVIOUS EDITIONS, AND THE BENEFITS IT OFFERS TO LEARNERS AND PRACTITIONERS. FOLLOWING THIS INTRODUCTION, A DETAILED TABLE OF CONTENTS WILL GUIDE THE DISCUSSION OF THE MAIN ASPECTS COVERED BY THE OPERATIONS MANAGEMENT TENTH EDITION.

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- KEY FEATURES AND UPDATES
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- PEDAGOGICAL TOOLS AND LEARNING AIDS
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- BENEFITS FOR STUDENTS AND PROFESSIONALS

OVERVIEW OF OPERATIONS MANAGEMENT TENTH EDITION

THE OPERATIONS MANAGEMENT TENTH EDITION IS A THOROUGHLY REVISED TEXTBOOK THAT ADDRESSES THE EVOLVING CHALLENGES FACED BY OPERATIONS MANAGERS IN DIVERSE INDUSTRIES. IT BUILDS UPON FOUNDATIONAL THEORIES WHILE INCORPORATING CONTEMPORARY PRACTICES SUCH AS LEAN MANAGEMENT, SUSTAINABILITY, AND TECHNOLOGY INTEGRATION. THE EDITION IS DESIGNED TO PROVIDE A BALANCED APPROACH BETWEEN QUANTITATIVE ANALYSIS AND QUALITATIVE INSIGHTS, ENSURING THAT READERS DEVELOP BOTH ANALYTICAL SKILLS AND MANAGERIAL ACUMEN. ITS COMPREHENSIVE COVERAGE MAKES IT SUITABLE FOR UNDERGRADUATE AND GRADUATE COURSES, AS WELL AS A REFERENCE FOR PROFESSIONALS SEEKING TO ENHANCE OPERATIONAL EFFICIENCY. THE TEXT EMPHASIZES THE STRATEGIC ROLE OF OPERATIONS MANAGEMENT IN ACHIEVING COMPETITIVE ADVANTAGE AND ORGANIZATIONAL SUCCESS.

HISTORICAL CONTEXT AND EVOLUTION

THIS EDITION REFLECTS THE PROGRESSION OF OPERATIONS MANAGEMENT FROM ITS CLASSICAL ROOTS IN PRODUCTION AND INVENTORY CONTROL TO ITS CURRENT FOCUS ON GLOBAL SUPPLY CHAINS, SERVICE OPERATIONS, AND INNOVATION MANAGEMENT. IT INCLUDES UPDATED EXAMPLES THAT MIRROR CHANGES IN THE BUSINESS ENVIRONMENT, SUCH AS INCREASED AUTOMATION AND DIGITAL TRANSFORMATION. THE TENTH EDITION ALSO ALIGNS WITH CONTEMPORARY EDUCATIONAL STANDARDS, INCORPORATING FEEDBACK FROM INSTRUCTORS AND STUDENTS TO IMPROVE CLARITY AND RELEVANCE.

AUTHORITATIVE CONTRIBUTIONS

THE OPERATIONS MANAGEMENT TENTH EDITION BENEFITS FROM CONTRIBUTIONS BY LEADING SCHOLARS AND PRACTITIONERS IN THE FIELD. THEIR EXPERTISE ENSURES THAT THE CONTENT IS BOTH ACADEMICALLY RIGOROUS AND PRACTICALLY APPLICABLE. THE TEXT INTEGRATES CASE STUDIES AND REAL-WORLD SCENARIOS THAT ILLUSTRATE COMPLEX CONCEPTS, MAKING THE

MATERIAL ACCESSIBLE AND ENGAGING.

KEY FEATURES AND UPDATES

THIS EDITION INTRODUCES SEVERAL ENHANCEMENTS DESIGNED TO IMPROVE COMPREHENSION AND APPLICABILITY. IT EXPANDS COVERAGE ON EMERGING TOPICS AND INTEGRATES NEW PEDAGOGICAL FEATURES TO SUPPORT DIVERSE LEARNING STYLES. EMPHASIS ON DATA-DRIVEN DECISION-MAKING AND SUSTAINABILITY PRACTICES POSITIONS THE BOOK AS A FORWARD-LOOKING RESOURCE.

EXPANDED COVERAGE ON TECHNOLOGY AND INNOVATION

THE OPERATIONS MANAGEMENT TENTH EDITION INCLUDES DETAILED DISCUSSIONS ON THE IMPACT OF TECHNOLOGIES SUCH AS ARTIFICIAL INTELLIGENCE, ROBOTICS, AND THE INTERNET OF THINGS (IoT) ON OPERATIONAL PROCESSES. IT EXPLORES HOW INNOVATION DRIVES EFFICIENCY AND CUSTOMER SATISFACTION IN BOTH MANUFACTURING AND SERVICE SECTORS.

ENHANCED FOCUS ON SUSTAINABILITY

SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY ARE INCREASINGLY CRITICAL IN OPERATIONS MANAGEMENT. THIS EDITION INCORPORATES FRAMEWORKS AND EXAMPLES THAT ILLUSTRATE HOW ORGANIZATIONS CAN IMPLEMENT ENVIRONMENTALLY FRIENDLY PRACTICES WITHOUT COMPROMISING PRODUCTIVITY OR PROFITABILITY.

UPDATED CASE STUDIES AND EXAMPLES

TO ENSURE RELEVANCE, THE TENTH EDITION FEATURES UPDATED AND NEW CASE STUDIES THAT REFLECT CURRENT INDUSTRY CHALLENGES AND BEST PRACTICES. THESE REAL-WORLD EXAMPLES HELP READERS CONNECT THEORETICAL CONCEPTS WITH PRACTICAL APPLICATIONS AND PREPARE THEM FOR DECISION-MAKING IN DYNAMIC ENVIRONMENTS.

CORE TOPICS COVERED

THE OPERATIONS MANAGEMENT TENTH EDITION COMPREHENSIVELY ADDRESSES ESSENTIAL TOPICS THAT FORM THE BACKBONE OF EFFECTIVE OPERATIONS MANAGEMENT. THESE TOPICS EQUIP READERS WITH A HOLISTIC UNDERSTANDING NECESSARY FOR MANAGING PROCESSES, RESOURCES, AND SUPPLY CHAINS EFFECTIVELY.

PROCESS DESIGN AND ANALYSIS

THIS TOPIC COVERS THE METHODS USED TO DESIGN EFFICIENT OPERATIONAL PROCESSES, INCLUDING PROCESS MAPPING, FLOWCHARTING, AND CAPACITY ANALYSIS. THE EDITION EMPHASIZES TECHNIQUES TO IMPROVE PROCESS PERFORMANCE AND REDUCE WASTE.

CAPACITY PLANNING AND FACILITY LAYOUT

UNDERSTANDING CAPACITY REQUIREMENTS AND DESIGNING FACILITY LAYOUTS ARE CRITICAL TO OPTIMIZING OPERATIONS. THE TEXT EXPLAINS MODELS AND STRATEGIES TO BALANCE DEMAND AND CAPACITY WHILE ENSURING SMOOTH WORKFLOW AND RESOURCE UTILIZATION.

INVENTORY MANAGEMENT

INVENTORY CONTROL TECHNIQUES SUCH AS ECONOMIC ORDER QUANTITY (EOQ), JUST-IN-TIME (JIT), AND MATERIALS REQUIREMENT PLANNING ARE DETAILED. THESE METHODS HELP MINIMIZE COSTS WHILE MAINTAINING SERVICE LEVELS.

SUPPLY CHAIN MANAGEMENT

THE BOOK EXPLORES THE COORDINATION OF ACTIVITIES ACROSS THE SUPPLY CHAIN, INCLUDING SOURCING, LOGISTICS, AND DISTRIBUTION. IT HIGHLIGHTS THE IMPORTANCE OF COLLABORATION AND INFORMATION SHARING AMONG SUPPLY CHAIN PARTNERS.

QUALITY MANAGEMENT AND SIX SIGMA

QUALITY CONTROL, CONTINUOUS IMPROVEMENT, AND SIX SIGMA METHODOLOGIES ARE EXPLAINED AS TOOLS TO ENHANCE PRODUCT AND SERVICE QUALITY. THE TEXT DISCUSSES STATISTICAL PROCESS CONTROL AND QUALITY STANDARDS.

PROJECT MANAGEMENT

PROJECT PLANNING, SCHEDULING, AND CONTROL ARE INTEGRAL TO OPERATIONS MANAGEMENT. THE EDITION OUTLINES TECHNIQUES SUCH AS GANTT CHARTS AND CRITICAL PATH METHOD (CPM) FOR EFFECTIVE PROJECT EXECUTION.

PEDAGOGICAL TOOLS AND LEARNING AIDS

THE OPERATIONS MANAGEMENT TENTH EDITION IS DESIGNED WITH NUMEROUS EDUCATIONAL FEATURES TO FACILITATE LEARNING AND RETENTION. THESE TOOLS SUPPORT A VARIETY OF INSTRUCTIONAL APPROACHES AND LEARNER PREFERENCES.

COMPREHENSIVE END-OF-CHAPTER EXERCISES

EACH CHAPTER CONCLUDES WITH EXERCISES THAT REINFORCE KEY CONCEPTS THROUGH PROBLEM-SOLVING AND CRITICAL THINKING. THESE EXERCISES RANGE FROM STRAIGHTFORWARD QUESTIONS TO COMPLEX CASE ANALYSES.

VISUAL AIDS AND DIAGRAMS

FLOWCHARTS, GRAPHS, AND TABLES ARE STRATEGICALLY USED THROUGHOUT THE TEXT TO ILLUSTRATE PROCESSES AND DATA. VISUAL REPRESENTATIONS AID IN SIMPLIFYING COMPLEX IDEAS AND ENHANCE UNDERSTANDING.

CASE STUDIES AND REAL-WORLD EXAMPLES

PRACTICAL CASE STUDIES PROVIDE CONTEXT AND DEMONSTRATE THE APPLICATION OF THEORETICAL CONCEPTS IN VARIOUS INDUSTRIES. THESE EXAMPLES FACILITATE THE CONNECTION BETWEEN CLASSROOM LEARNING AND PROFESSIONAL PRACTICE.

SUPPLEMENTARY ONLINE RESOURCES

THE TENTH EDITION OFTEN INCLUDES ACCESS TO DIGITAL RESOURCES SUCH AS SIMULATION TOOLS, QUIZZES, AND INSTRUCTOR MATERIALS THAT SUPPORT INTERACTIVE LEARNING AND ASSESSMENT.

APPLICATIONS IN REAL-WORLD OPERATIONS

THE OPERATIONS MANAGEMENT TENTH EDITION EMPHASIZES PRACTICAL APPLICATION BY SHOWCASING HOW CONCEPTS ARE IMPLEMENTED IN ACTUAL BUSINESS SETTINGS. THIS FOCUS PREPARES READERS TO SOLVE OPERATIONAL CHALLENGES EFFECTIVELY.

MANUFACTURING SECTOR APPLICATIONS

TECHNIQUES FOR MANAGING PRODUCTION LINES, SCHEDULING, AND QUALITY CONTROL IN MANUFACTURING ENVIRONMENTS ARE EXPLORED IN DETAIL. THE EDITION INCLUDES EXAMPLES FROM AUTOMOTIVE, ELECTRONICS, AND CONSUMER GOODS INDUSTRIES.

SERVICE INDUSTRY OPERATIONS

RECOGNIZING THE GROWING IMPORTANCE OF THE SERVICE SECTOR, THE TEXT ADDRESSES OPERATIONS MANAGEMENT IN HEALTHCARE, HOSPITALITY, AND RETAIL. IT DISCUSSES SERVICE DESIGN, CAPACITY MANAGEMENT, AND CUSTOMER SATISFACTION.

GLOBAL SUPPLY CHAIN MANAGEMENT

WITH GLOBALIZATION, MANAGING INTERNATIONAL SUPPLY CHAINS HAS BECOME CRITICAL. THE BOOK DISCUSSES CHALLENGES SUCH AS LOGISTICS, RISK MANAGEMENT, AND CULTURAL CONSIDERATIONS INVOLVED IN GLOBAL OPERATIONS.

BENEFITS FOR STUDENTS AND PROFESSIONALS

THE OPERATIONS MANAGEMENT TENTH EDITION DELIVERS SIGNIFICANT VALUE TO ITS USERS BY BLENDING THEORETICAL FOUNDATIONS WITH PRACTICAL INSIGHTS. IT EQUIPS LEARNERS WITH SKILLS ESSENTIAL FOR OPERATIONAL EXCELLENCE IN DIVERSE ORGANIZATIONAL CONTEXTS.

SKILL DEVELOPMENT AND CAREER PREPARATION

READERS DEVELOP ANALYTICAL SKILLS, STRATEGIC THINKING, AND PROBLEM-SOLVING ABILITIES VITAL FOR CAREERS IN OPERATIONS MANAGEMENT, CONSULTING, AND BUSINESS LEADERSHIP.

UPDATED KNOWLEDGE REFLECTING INDUSTRY TRENDS

STAYING CURRENT WITH EMERGING TRENDS AND TECHNOLOGIES, THE EDITION ENSURES THAT USERS ARE WELL-INFORMED ABOUT THE LATEST DEVELOPMENTS INFLUENCING OPERATIONS MANAGEMENT.

VERSATILITY ACROSS DISCIPLINES

THIS RESOURCE IS APPLICABLE NOT ONLY TO BUSINESS AND ENGINEERING STUDENTS BUT ALSO TO PROFESSIONALS IN LOGISTICS, SUPPLY CHAIN MANAGEMENT, QUALITY ASSURANCE, AND PROJECT MANAGEMENT SECTORS.

SUPPORT FOR INSTRUCTORS

EDUCATORS BENEFIT FROM STRUCTURED CONTENT, READY-TO-USE TEACHING AIDS, AND ASSESSMENT TOOLS THAT STREAMLINE

FREQUENTLY ASKED QUESTIONS

WHAT ARE THE KEY TOPICS COVERED IN 'OPERATIONS MANAGEMENT, TENTH EDITION'?

'OPERATIONS MANAGEMENT, TENTH EDITION' COVERS ESSENTIAL TOPICS SUCH AS PROCESS ANALYSIS, SUPPLY CHAIN MANAGEMENT, QUALITY CONTROL, INVENTORY MANAGEMENT, FORECASTING, CAPACITY PLANNING, AND PROJECT MANAGEMENT.

WHO IS THE AUTHOR OF 'OPERATIONS MANAGEMENT, TENTH EDITION'?

THE AUTHOR OF 'OPERATIONS MANAGEMENT, TENTH EDITION' IS WILLIAM J. STEVENSON, A WELL-KNOWN EXPERT IN THE FIELD OF OPERATIONS MANAGEMENT.

HOW DOES THE TENTH EDITION OF 'OPERATIONS MANAGEMENT' DIFFER FROM PREVIOUS EDITIONS?

THE TENTH EDITION INCLUDES UPDATED CASE STUDIES, THE LATEST INDUSTRY TRENDS, EXPANDED COVERAGE ON SUSTAINABILITY AND TECHNOLOGY INTEGRATION, AND ENHANCED LEARNING FEATURES TO BETTER SUPPORT STUDENT UNDERSTANDING.

IS 'OPERATIONS MANAGEMENT, TENTH EDITION' SUITABLE FOR BEGINNERS IN THE SUBJECT?

YES, THE BOOK IS DESIGNED TO BE ACCESSIBLE FOR BEGINNERS WHILE ALSO PROVIDING IN-DEPTH MATERIAL SUITABLE FOR ADVANCED LEARNERS, MAKING IT IDEAL FOR UNDERGRADUATE AND GRADUATE COURSES.

DOES THE TENTH EDITION INCLUDE REAL-WORLD EXAMPLES AND CASE STUDIES?

YES, IT INCORPORATES NUMEROUS REAL-WORLD EXAMPLES AND CASE STUDIES FROM VARIOUS INDUSTRIES TO ILLUSTRATE KEY CONCEPTS AND PRACTICAL APPLICATIONS IN OPERATIONS MANAGEMENT.

ARE THERE ANY ONLINE RESOURCES AVAILABLE WITH 'OPERATIONS MANAGEMENT, TENTH EDITION'?

TYPICALLY, THE BOOK COMES WITH SUPPLEMENTARY ONLINE RESOURCES SUCH AS QUIZZES, PRACTICE PROBLEMS, POWERPOINT SLIDES, AND INSTRUCTOR MANUALS TO ENHANCE THE LEARNING EXPERIENCE.

HOW DOES 'OPERATIONS MANAGEMENT, TENTH EDITION' ADDRESS SUSTAINABILITY IN OPERATIONS?

THE BOOK INCLUDES DEDICATED SECTIONS ON SUSTAINABLE OPERATIONS PRACTICES, EMPHASIZING THE IMPORTANCE OF ENVIRONMENTAL RESPONSIBILITY AND SOCIAL IMPACT IN MODERN OPERATIONS MANAGEMENT.

ADDITIONAL RESOURCES

1. *OPERATIONS MANAGEMENT, TENTH EDITION* BY WILLIAM J. STEVENSON

THIS COMPREHENSIVE TEXTBOOK OFFERS A DETAILED OVERVIEW OF OPERATIONS MANAGEMENT PRINCIPLES AND PRACTICES. IT COVERS TOPICS SUCH AS PROCESS ANALYSIS, QUALITY MANAGEMENT, SUPPLY CHAIN STRATEGIES, AND INVENTORY CONTROL

WITH REAL-WORLD EXAMPLES. THE TENTH EDITION INCLUDES UPDATED CASE STUDIES AND THE LATEST TRENDS IN THE FIELD, MAKING IT AN ESSENTIAL RESOURCE FOR STUDENTS AND PROFESSIONALS.

2. OPERATIONS MANAGEMENT: SUSTAINABILITY AND SUPPLY CHAIN MANAGEMENT, TENTH EDITION BY JAY HEIZER AND BARRY RENDER

FOCUSED ON INTEGRATING SUSTAINABILITY INTO OPERATIONS MANAGEMENT, THIS BOOK EMPHASIZES THE IMPORTANCE OF ETHICAL AND ENVIRONMENTALLY RESPONSIBLE BUSINESS PRACTICES. IT EXPLORES SUPPLY CHAIN MANAGEMENT, FORECASTING, AND CAPACITY PLANNING WITH AN EYE TOWARD SUSTAINABLE OPERATIONS. THE TENTH EDITION FEATURES CONTEMPORARY EXAMPLES AND UPDATED DATA TO REFLECT CURRENT INDUSTRY STANDARDS.

3. PRINCIPLES OF OPERATIONS MANAGEMENT, TENTH EDITION BY JAY HEIZER AND BARRY RENDER

DESIGNED FOR INTRODUCTORY COURSES, THIS BOOK BREAKS DOWN COMPLEX OPERATIONS MANAGEMENT CONCEPTS INTO ACCESSIBLE CONTENT. IT STRESSES DECISION-MAKING IN PRODUCTION AND OPERATIONS, HIGHLIGHTING QUALITY CONTROL AND PROCESS DESIGN. THE TENTH EDITION INCLUDES NEW CASE STUDIES, TECHNOLOGY APPLICATIONS, AND EXPANDED COVERAGE OF GLOBAL OPERATIONS.

4. OPERATIONS MANAGEMENT: PROCESSES AND SUPPLY CHAINS, TENTH EDITION BY LEE J. KRAJEWSKI, MANOJ K. MALHOTRA, AND LARRY P. RITZMAN

THIS TEXT FOCUSES ON THE STRATEGIC ROLE OF OPERATIONS MANAGEMENT IN THE SUPPLY CHAIN CONTEXT. IT COVERS PROCESS ANALYSIS, PRODUCT DESIGN, AND INVENTORY MANAGEMENT WITH AN EMPHASIS ON INTEGRATING OPERATIONS WITH OTHER BUSINESS FUNCTIONS. THE TENTH EDITION OFFERS UPDATED EXAMPLES AND A STRONG EMPHASIS ON ANALYTICS AND DECISION-MAKING TOOLS.

5. SERVICE OPERATIONS MANAGEMENT, TENTH EDITION BY ROBERT JOHNSTON AND GRAHAM CLARK

TARGETING SERVICE INDUSTRIES, THIS BOOK EXPLORES THE UNIQUE CHALLENGES OF MANAGING SERVICE OPERATIONS EFFECTIVELY. IT DISCUSSES SERVICE DESIGN, CAPACITY MANAGEMENT, AND CUSTOMER EXPERIENCE STRATEGIES. THE TENTH EDITION INCLUDES CONTEMPORARY CASE STUDIES AND EXPLORES THE IMPACT OF DIGITAL TECHNOLOGIES ON SERVICE OPERATIONS.

6. OPERATIONS MANAGEMENT FOR COMPETITIVE ADVANTAGE, TENTH EDITION BY RICHARD B. CHASE, F. ROBERT JACOBS, AND NICHOLAS J. AQUILANO

THIS TEXT EMPHASIZES HOW OPERATIONS MANAGEMENT CAN CREATE COMPETITIVE ADVANTAGES IN BUSINESS. IT COVERS TOPICS SUCH AS PROCESS STRATEGY, QUALITY MANAGEMENT, AND INVENTORY CONTROL WITH PRACTICAL APPLICATIONS. THE TENTH EDITION INTEGRATES NEW EXAMPLES AND CASE STUDIES ILLUSTRATING OPERATIONS MANAGEMENT IN VARIOUS INDUSTRIES.

7. LEAN OPERATIONS: PRINCIPLES AND PRACTICE, TENTH EDITION BY JAMES P. WOMACK AND DANIEL T. JONES

FOCUSING ON LEAN METHODOLOGIES, THIS BOOK EXPLAINS HOW TO ELIMINATE WASTE AND IMPROVE EFFICIENCY IN OPERATIONS. IT COVERS LEAN TOOLS, VALUE STREAM MAPPING, AND CONTINUOUS IMPROVEMENT TECHNIQUES. THE TENTH EDITION UPDATES LEAN CONCEPTS WITH NEW CASE STUDIES AND APPLICATIONS IN MANUFACTURING AND SERVICES.

8. OPERATIONS AND SUPPLY CHAIN MANAGEMENT, TENTH EDITION BY F. ROBERT JACOBS AND RICHARD B. CHASE

THIS BOOK PROVIDES A DETAILED EXPLANATION OF OPERATIONS AND SUPPLY CHAIN MANAGEMENT CONCEPTS, INTEGRATING THEM TO IMPROVE ORGANIZATIONAL PERFORMANCE. IT EXPLORES FORECASTING, PROJECT MANAGEMENT, AND SUPPLY CHAIN DESIGN. THE TENTH EDITION INCLUDES UPDATED EXAMPLES, TECHNOLOGICAL ADVANCEMENTS, AND EXPANDED COVERAGE OF GLOBAL SUPPLY CHAINS.

9. PROJECT MANAGEMENT AND OPERATIONS, TENTH EDITION BY JACK R. MEREDITH AND SAMUEL J. MANTEL JR.

COMBINING PROJECT MANAGEMENT WITH OPERATIONS, THIS BOOK ADDRESSES PLANNING, SCHEDULING, AND CONTROLLING PROJECTS WITHIN OPERATIONS SETTINGS. IT HIGHLIGHTS TOOLS SUCH AS CPM, PERT, AND RESOURCE ALLOCATION TO OPTIMIZE PROJECT PERFORMANCE. THE TENTH EDITION FEATURES CONTEMPORARY PROJECT MANAGEMENT PRACTICES AND CASE STUDIES RELEVANT TO OPERATIONS MANAGERS.

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