

Operations Management: An Integrated Approach

By R. Dan Reid, Nada R. Sanders

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In the 5th Edition of ***Operations Management***, Dan Reid and Nada Sanders have strengthened their commitment to improve the teaching and learning experience in the introductory operations management course. The text provides a solid foundation of Operations Management with clear, guided instruction and a balance between quantitative and qualitative concepts. Through an integrated approach, the authors illustrate how all business students will interact with Operations Management in future careers. And, with increased support for students through new pedagogy, worked out examples and WileyPLUS, the 5th Edition provides the help students need to complete the course with greater success.

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