



Essential Operations Management

2nd edition

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The second edition of this innovative core textbook spans the service and manufacturing sectors, equipping readers to grasp and overcome the core challenges faced in planning, designing and implementing operations. The prestigious and well-respected author team takes a 'tasks and challenges' approach that marries theory to their extensive practical experience of running operations in high-profile business settings while reflecting their clear vision and personal philosophy of operations management. Packed with engaging learning features that truly bring the subject to life, the text provides a concise and real-world orientated look at the key parts of an operations manager's job. This textbook is an ideal course text for undergraduate, postgraduate and MBA students taking a module in operations management or manufacturing/services operations.

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- Learning features designed to help you excel on your course, including critical thinking questions, summaries and debates around key topics, and more detail on technical aspects of OM
- Written by well-known academics in the field who both have years of experience in industry, giving the book a very practical and 'real life' feel