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we are pleased to present this global edition which has been developed specifically to meet the needs of international operations management students in addition to coverage of the latest concepts and developments in this dynamic field and now with a greater emphasis on services supply chain management ethics and sustainability new material has been added to make the content more relevant and to improve the learning outcomes for the international student

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features operations management sustainability and supply chain management provides a broad introduction to operations in the contemporary business environment it explains operations management om concepts in a realistic and practical manner by using case studies related to a wide range of products

services and sectors from around the globe an extensive collection of practice problems is included in the book to encourage application oriented active learning these problems are supported by various solved problems and worked examples that can help students to complete and understand assignments even when they are not in class

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 managing 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

for undergraduate and graduate operations management courses operations management provides students with a comprehensive framework for addressing operational process and supply chain issues and uses a systemized approach while focusing on issues of current interest the text has ample opportunities for students to experience the role of a manager with challenging problems cases simulations experiential exercises and tightly integrated online resources

this text surveys the field of operations in the services and manufacturing sectors it provides coverage of the strategies of designing a product or service through the processes making and delivering the product and controlling operations

the material is concerned with fundamental activities of organizations how they provide goods and services the increase in international competition has seen a resurgence of interest in the development of this field

for courses in operations management a broad introduction to operations reinforced with extensive practice problems principles of operations management sustainability and supply chain management presents a broad introduction to the field of operations in a realistic and practical manner while offering the largest and most diverse collection of issues on the market problems

found in the 11th edition contain ample support found in the book's solved problems and worked examples to help readers better understand concepts important to today's operations management professionals. This text is available in two versions: operations management 13th edition a hardcover and principles of operations management 11th edition a paperback. Both books include the identical core chapters 1-17. However, operations management 13th edition also includes a part IV with seven business analytics modules.

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