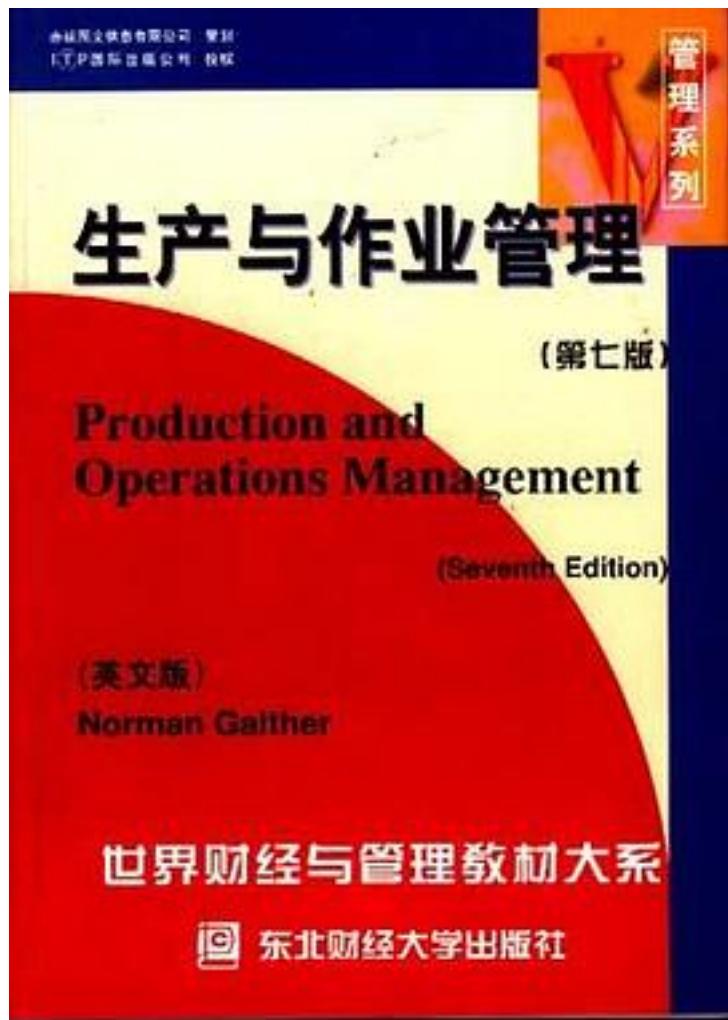


生产与作业管理:第七版:英文



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内容提要

本书是美国大学商学院联合体 (AACSB) 组织编写, 专供大学商务、管理专业本科生、研究生层次教学的标准教材。它具有以下特点: 为生产与作业管理提供了一套综合、实用而非纯理论性的方法; 突出了作业战略、全球竞争、全面质量管理、服务作业、适时制等新兴热点问题; 以解决问题与作出决策为主线贯穿全书; 提供了大量、丰富的实际案例和阅读材料。

作者介绍:

作者简介

诺曼.盖泽, 俄克拉荷马大学工商管理硕士、博士, 得克萨斯A&M大学教授。任教之前, 曾供职于奥林公司, 担任过主任工程师、经理等职务。他是美国著名的作业与生产管理专家, 多家著名学术期刊的编委、美国大学商学院联合体理事。

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