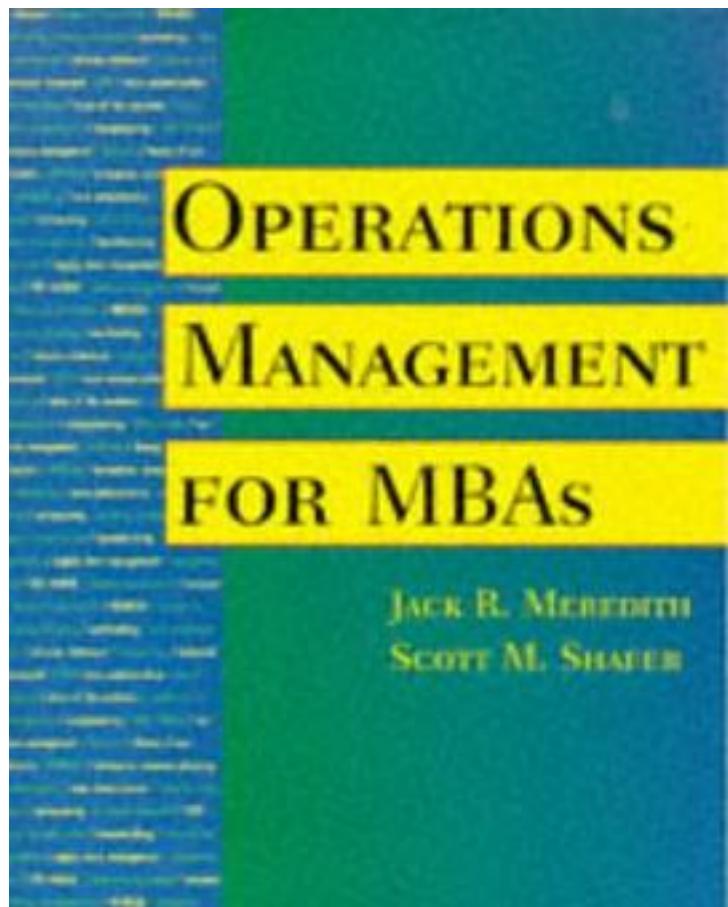


Operations Management for MBAs



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"Operations Management for MBAs" provides an introduction to the basic concepts of operations management with a strategic, conceptual, and contemporary approach. Specifically written with the needs of MBA students in mind, current topics such as supply chain management, the balanced scorecard, and yield management, as well as

those specific to marketing, finance and other majors are explained.

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