



Operations and Supply Chain Management for the 21st Century (with Printed Access Card)

Ken Boyer , Rohit Verma

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Boyer/Verma's breakthrough text meets today's student and instructor's needs and redefines the marketplace. Their text is briefer than most, taking all of the vital core concepts and building upon them with current and fresh examples. The authors understand the importance of striking a balance by creating a book that does an even better job at covering the core concepts while also providing customers with a new product that fully addresses and approaches this course area from today's teaching and learning perspectives and actual business practices. The three unifying themes throughout the book are Strategy, Global Supply Chain, and Service Operations. Strategy will serve as an overarching framework and will be used in each chapter to present students with an alternative approach to specific challenges. The authors uses examples from non-US companies and/or organizations in each chapter to incorporate Service Operations in the book. They also show that even some of the largest manufacturing companies today have extensive service activities such as customer support and product development. The Global Supply Chain theme will allow students to see how products move through different companies and countries with Boyer/Verma's use of real world examples throughout his text. In addition the robust Cnow course allows instructors and students to go beyond the printed text to get the most from this exciting operations management program.

Operations and Supply Chain Management for the 21st Century (with Printed Access Card) Details

Date : Published January 29th 2009 by Cengage Learning

ISBN : 9780618749331

Author : Ken Boyer , Rohit Verma

Format : Hardcover 592 pages

Genre :

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From Reader Review Operations and Supply Chain Management for the 21st Century (with Printed Access Card) for online ebook

Amir says

ok

Nicole says

Got to page 238 of 534. I was reading this text as a refresher before heading back to finish my degree. I had already taken the Intro to Supply Chain Management course once before.

Easy to follow, interesting enough and served its purpose. Will definitely keep it on my bookshelf in case it is needed later.

Subash says

it a really good book for business student
