



Fundamentals of Operations Management

By Mark M. Davis, Nicholas J. Aquilano, Richard B. Chase

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This book introduces students to the fundamental processes of managing and controlling a variety of operations. It addresses the increasing trend away from lengthy, highly quantitative texts toward more pragmatic, managerial issues that confront today's operations managers. There is increased coverage of service operations rather than the more traditional factory or manufacturing approach. The style is suitable for non-majors with no prior background in the field of operations. Davis covers introductory and numerical examples and quantitative methods, but the main focus is on general concepts and applications.

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About the Author

Nicholas Aquilano is retired from the University of Arizona but is providing a critical eye to the revision. A UCLA grad and Buffa student. Richard B. Chase is Director of the Center for Operations Management Research and Education at USC. He is widely published in both books and academic journals and is considered one of the top service "gurus" in the field. He is on the Editorial Advisory Board of the Journal of Operations Management, an Advisor to Production and Operations Management journal, and a Fellow of the Decision Sciences Institute.

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