



# Operations Management : Goods, Services and Value Chains

*David A. Collier*

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## **Operations Management : Goods, Services and Value Chains** David A. Collier

This book is divided into three major parts. PART 1. Understanding Operations, focuses on the fundamentals of OM and its role in the business environment. 1. Chapter 1 introduces the nature of OM. 2. Chapter 2 provides an in-depth discussion of value chains and the way in which they support operations from a strategic perspective. Chapter focuses on the importance of good performance measurement as a basis for good decisions, both at the strategic and operational levels of an organization. PART II, DESIGNING OPERATING SYSTEMS. PART 111, MANAGING OPERATIONS, ADDRESSES TOPICS THAT ANYONE INVOLVED IN OPERATIONS FACES ON A DAILY BASIS. THIS BOOK IS WRITTEN WITH THE STUDENT IN MIND. EACH CHAPTER BEGINS WITH A SUMMARY OF KEY LEARNING OBJECTIVES AND OPENS WITH THREE REAL OR FICTITIOUS CUSTOMER EPISODES THAT ARE INTENDED TO ILLUSTRATE PRACTICAL ISSUES ASSOCIATED WITH THE CHAPTER THAT STUDENTS CAN EASILY UNDERSTAND AND APPRECIATE.



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