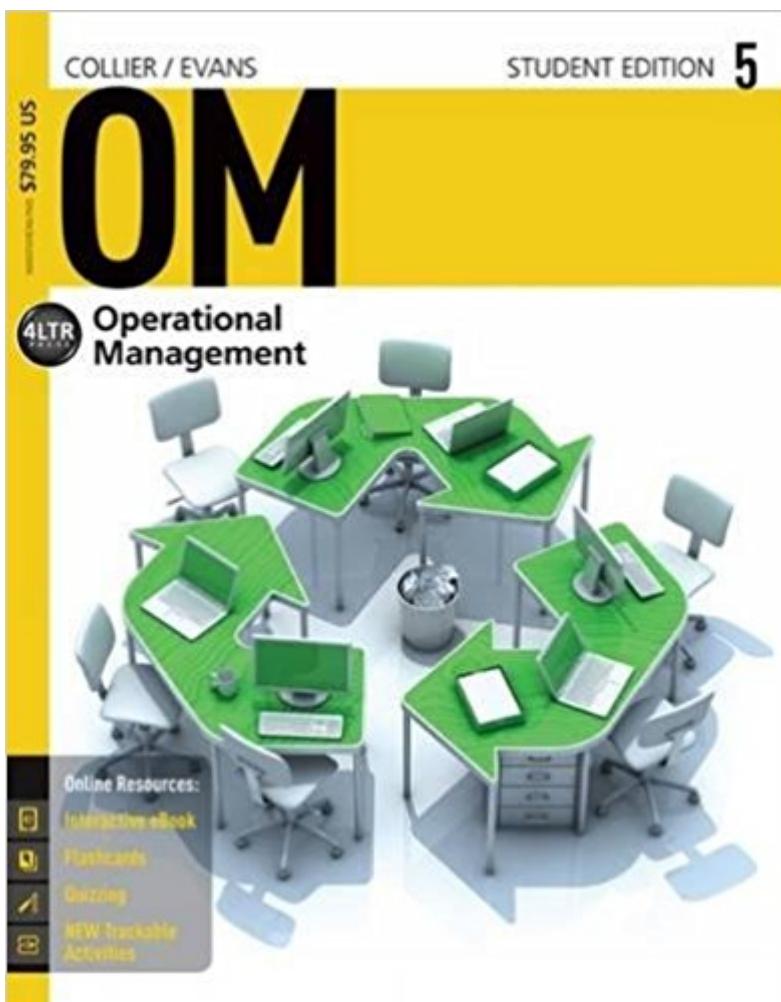


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# OM5 (with CourseMate, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



## Synopsis

Created through a "student-tested, faculty-approved" review process with input from more than 150 students and faculty, Collier/Evans' OM5 provides a streamlined introduction to the core concepts, techniques, and applications of contemporary operations management. This concise, engaging, and accessible text includes a full suite of integrated learning tools--including flashcards, cases, datasets, games, and quizzes--in a convenient and affordable package perfect for today's diverse learners. OM5 provides the latest examples featuring companies students will recognize from the news as well as videos for every chapter, case studies and end-of-chapter problems with exciting new material online. Five additional chapters online enable readers to delve further into the quantitative aspects of operations management.

## Book Information

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Formula cards provide quick reference. Detachable Formula Cards in the back of the text list all key formulas and the chapters in which they appear, making reference and review simple and convenient. Real-world applications demonstrate the power of OM concepts. Principles come to life as OM5 includes examples of operations in real companies that you will recognize from the news. Tear-out review cards. Tear-out review cards at the back of the textbook provide a

portable study tool containing all of the necessary information for class and test preparation. More like a magazine than textbook. With a visual style that's more like a magazine than textbook, OM5 communicates concepts and ideas through clear visuals and manageable blocks of information rather than using large portions of text.

David A. Collier is the Alico Chair of Operations Management in the Lutgert College of Business at Florida Gulf Coast University. He holds a B.S. in Mechanical Engineering, an M.B.A. from the University of Kentucky, and a Ph.D. in Production and Operations Management from The Ohio State University. Dr. Collier has authored five books on service and operations management and is the recipient of numerous awards for outstanding journal articles. He has also written and published eight invited book chapters, has seen seven of his cases reprinted in major marketing and operations management textbooks, and has more than 80 referenced publications. A 2004 citation review found that more than 250 journal articles have referenced Dr. Collier's research. Dr. Collier served on the 1991 and 1992 Board of Examiners for the Malcolm Baldrige National Quality Award, and he has worked with organizations such as AT&T, J.P. Morgan Chase Bank, Child Health Corporation of America, Emery Worldwide, Motorola, John Glenn Institute at The Ohio State University, and the United States Postal Service. He served as faculty leader for a Six Sigma Black Belt Blended (Clicks and Bricks) Executive Program at the Fisher College of Business and has taught in the Executive M.B.A. program at the University of Warwick in England and several other international programs. His current research interest is sports analytics. James R. Evans is a professor in the Department of Operations, Business Analytics, and Information Systems in the Lindner College of Business at the University of Cincinnati. His served as president of the Decision Sciences Institute 1997-1998 and 11 years on the Board of Examiners and Panel of Judges for the Malcolm Baldrige National Quality Award. He has been editor of the Quality Management Journal, published by the American Society for Quality, and served on editorial boards of numerous other journals. Dr. Evans has published more than 90 refereed papers and more than 30 editions of books. During the annual Quality Congress in May 2004, the American Society for Quality presented Dr. Evans and co-author Bill Lindsay with the Philip B. Crosby Medal for writing **THE MANAGEMENT AND CONTROL OF QUALITY, 6E**. The Crosby medal was presented "for authoring a distinguished book contributing significantly to the extension of the philosophy and application of the principles, methods, and techniques of quality management."

Had to purchase this for a class and not all that thrilled with it. The later chapters list outdated

standards such as ISO 9000:2000 (they should have at least been up to 2008, if not 2015) and we've constantly run into issues where the teachers answer key does not match the questions in this revision. Real life experience will teach you more than this book will.

I ordered this textbook for one of my college classes. It arrived in perfect condition with the access code (although I did not use it). All in all it is a good book for class, but I would never read it for fun. The textbook is very long and boring, but well organized.

I used it for my undergraduate class, and the content is very helpful in how to mange a company operation. Now, I have a better understanding about what is operation management.

Awful! The questions asked at the end of the chapter aren't always covered in the reading. I HIGHLY discourage this book for use of a college course. Google is much more helpful in obtaining answers to the questions than the reading.

Boring is all I can say, but had to buy it for a class. Waste of money school books are.

Did not receive an access code card for cengage!! Very unhappy with this. I could have spent a little more and received everything I needed.

Examples really easy too follow. Many typos, but nothing you can't work around.

Some of chapters was missing

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