



Operations and Supply Chain Management: The Core, 5th edition

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New in the 5th edition:

Data Analysis

Many of the revisions to this 5th edition have been driven by a focus on supply chain analytics. Supply chain analytics involves the analysis of data to better solve business problems. Though this concept is not necessarily new, the reality is that there is a great deal *more* data now available for decision making.

In the past, most analysis involved the generation of standard and ad hoc reports that summarized the current state of the firm. Software allowed query and “drill down” analysis to the level of the individual transaction, useful features for understanding what happened in the past. Decision making was typically left to the decision maker based on judgment or simple alerting rules. The new “analytics” movement takes this to a new level using statistical analysis, forecasting to extrapolate what to expect in the future, and even optimization, possibly in real time, to support decisions.

Refined Analytics Exercises

In this new edition, 11 popular Analytics Exercises have been refined. These Analytics Exercises use settings that are modern and familiar to students taking the course. They include Starbucks, cell phones, notebook computers, Taco Bell Restaurant, Tesla, a retail Web-based company, and industrial products that are sourced from China/Taiwan and sold globally.

Customizable Material by Learning Objective

All chapters of this book have been designed to be independent, allowing the text to be customized to best meet each instructor's needs. All chapters, chapter summaries, and discussion and objective questions are tightly organized by special learning objectives, defined at the start of each chapter. This new organization allows material to be assigned at the level of the learning objective, allowing considerable flexibility in how the material is used in class.

Media Functionality

The material in this edition has also been adapted to work well with electronic media, in order to accommodate the significant use of media at many universities.