



Operations Management

By Peter Jones, Peter Robinson

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Operations Management is an innovative media and text package that clearly demonstrates the relevance of operations to everyday business activities. Introducing all of the core topics in a lively and engaging manner, authors Peter Jones and Peter Robinson make the material relevant and meaningful to students, including those with no background in the subject. They first introduce the unique structure of operations management before moving on to operations design and strategy, thereby mirroring what graduates will encounter in their future careers.

The text is supplemented by a unique integrated media package available on the companion website--running video case material, animated diagrams, and voiced-over quantitative models linked via QR codes in the text--that shows students how core operations theory is applied to real-world situations.

Packed full of case material and examples from companies that students can easily relate to--such as Domino's, EasyJet, and Ticketmaster--*Operations Management* challenges students to think about actual business issues and what they might encounter in their future careers. Real-life problems are used to carefully explain quantitative data, and links to seminal papers throughout each chapter support and strengthen the theories discussed.

The Companion Website (coming soon!) contains resources for both students and instructors:

For Students:

- * Animated diagrams from the book, accompanied by audio that helps to explain concepts
- * An annotated library of links to footage of "Operations in Action"
- * Web-based activities
- * Multiple-choice questions
- * Seminal paper links
- * Downloadable flashcard glossary

For Instructors:

- * Customized video case material (interviews and processes tied to each chapter). Broken down into five-minute clips, these can either be shown in relation to a chapter topic or as a whole film demonstrating how one company utilizes many aspects of OM.
- * Customizable PowerPoint-based slides
- * Tutor guide
- * Tutorial activities
- * Answers to discussion questions
- * Test bank

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Editorial Review

Review

"A replacement text that performs the task of introduction better than the ones in use at the moment."

--Simon Snowden, University of Liverpool

"I think this text is taking an innovative approach to teaching operations management. In particular the ordering of the material is new and makes a lot of sense, particularly with the age profile and experience of students taking this module."

--Dr PJ Byrne, Dublin City University

"I find that the case studies appearing in each chapter are certainly one of the strengths of this book, as they are timely, relevant and engaging."

--Dr Tolga Bektas, University of Southampton

About the Author

Prof. Peter Jones heads up the Hospitality and Food Management Group at the University of Surrey, where for ten years he was the ITCA Chair of Production and Operations Management. He is the author, co-author or editor of twelve textbooks, many of which are in the field of operations management. He also serves as Associate Editor on a number of editorial boards, where he is responsible for publishing journal articles with an operations focus. His own published research articles have been on a wide range of OM topics - such as mass customisation, statistical process control, revenue management, and productivity. He also writes a regular column for an industry magazine - Onboard Hospitality - as well as blogging and tweeting on operations management issues. As a consultant he has advised major European companies, and has devised and run service management development workshops for them. He has a MBA from London Business School and a PhD from the University of Surrey. Peter Robinson is a Tutor in Operations Management at the University of Surrey, School of Business. Since 2006 he has taught Operations Management and Project Management at Undergraduate level and Operations Strategies at MSc and MBA levels. Prior to that he worked for 10 years as a Board member for an international automotive supply company and has additional experience in implementing new technology into both manufacturing and administrative sections of a number of businesses.

Users Review

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Milton Hill:

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