

Decision Sciences

Table of Contents

| | |
|--------------------------------------|----|
| Business Math | 1 |
| Business Statistics..... | 2 |
| Operations Management | 5 |
| Supply Chain Management | 8 |
| Service Operations Management..... | 10 |
| Management Science..... | 10 |
| Project Management | 11 |
| Production / Inventory Control | 12 |
| Business Forecasting | 12 |
| Operations Management - Other..... | 13 |

Practical Business Math Procedures, 10/e

NEW

Jeffrey Slater, North Shore Community College

www.mhhe.com/slater10e

2010 • 978-0-07-122118-4 • 752 pages



Slater's *Practical Business Math Procedures, 10/e* is a comprehensive introduction to the concepts and applications of mathematics to personal and commercial business problems. It is the most popular and widely used book for this course and is carefully written and developed to support students with little math experience with practice quizzes, thousands of exercises, color coded procedures and diagrams, and the highest standards of reliability and cleanliness.

Features

- Uses basic **arithmetic and problem solving techniques** and illustrates their use in retailing, interest and loans, banking, payroll, taxes, investments, insurance, and a variety of other business situations.
- Motivating integration of **interesting real world examples and photos** from the Wall Street Journal, Kiplinger's, and many other business journals.
- **McGraw-Hill's Connect** uses end-of-chapter material pulled directly from the textbook to create static and algorithmic questions that can be used for practice, homework, quizzes, and tests.

Table of contents

- 1: Whole Numbers: How to Dissect and Solve Word Problems
- 2: Fractions
- 3: Decimals
- 4: Banking
- 5: Solving for the Unknown: A How-To Approach for Solving Equations
- 6: Percents and Their Applications
- 7: Discounts: Trade and Cash
- 8: Markups and Markdowns: Perishables and Breakeven Analysis
- 9: Payroll
- 10: Simple Interest
- 11: Promissory Notes, Simple Discount Notes, and the Discount Process
- 12: Compound Interest and Present Value
- 13: Annuities and Sinking Funds
- 14: Installment Buying, Rule of 78, and Revolving Charge Credit Cards

- 15: The Cost of Home Ownership
- 16: How to Read, Analyze, and Interpret Financial Reports
- 17: Depreciation
- 18: Inventory and Overhead
- 19: Sales, Excise, and Property Taxes
- 20: Life, Fire, and Auto Insurance
- 21: Stocks, Bonds, and Mutual Funds
- 22: Business Statistics

Supplements

- 978-0-07-732784-2 (Teacher's Edition)
- 978-0-07-732791-0 (Instructor's Resource CD)
- 978-0-07-732797-2 (Instructor's Resource Guide)
- 978-0-07-732800-9 (Student Solutions Manual)
- 978-0-07-732783-5 (Student DVD)

Practical Business Math Procedures, Brief Edition, 10/e

NEW

2010 • 978-0-07-736236-2 • 416 pages



Table of contents

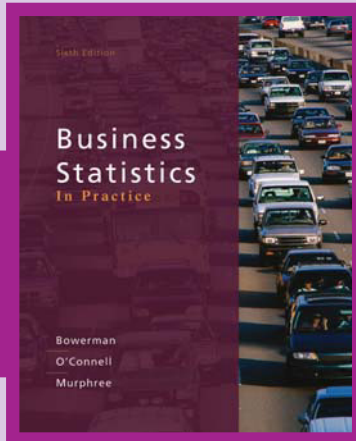
- 1: Whole Numbers: How to Dissect and Solve Word Problems
- 2: Fractions
- 3: Decimals
- 4: Banking
- 5: Solving for the Unknown: A How-To Approach for Solving Equations
- 6: Percents and Their Applications
- 7: Discounts: Trade and Cash
- 8: Markups and Markdowns: Perishables and Breakeven Analysis
- 9: Payroll

- 10: Simple Interest
- 11: Promissory Notes, Simple Discount Notes, and the Discount Process
- 12: Compound Interest and Present Value

Supplements

- 978-0-07-732785-9 (Teacher's Edition)
- 978-0-07-732791-0 (Instructor's Resource CD)
- 978-0-07-732797-2 (Instructor's Resource Guide)
- 978-0-07-732800-9 (Student Solutions Manual)
- 978-0-07-732783-5 (Student DVD)

Business Statistics in Practice, 6/e

Bruce L. Bowerman, Miami University of Ohio-Oxford
Richard T. O'Connell, Miami University of Ohio-Oxford
Emily S. Murphree, Miami University of Ohio-Oxford



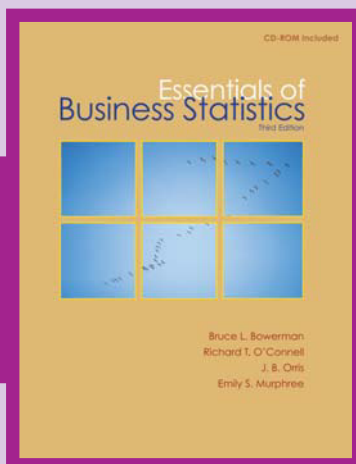
www.mhhe.com/bowerman6
 2010 • 978-0-07-122065-1 • 896 pages

The new edition of *Business Statistics in Practice, 6/e* provides a modern, practical, and unique framework for teaching the first course in business statistics. This framework features case study and example-driven discussions of all basic business statistics topics. In addition, the authors have rewritten many of the discussions in this edition and have explained concepts more simply from first principles. The only prerequisite for this text is high school algebra.

Table of contents

- | | |
|--|--|
| 1: An Introduction to Business Statistics | 12: Chi-Square Tests |
| 2: Descriptive Statistics: Tabular and Graphical Methods | 13: Simple Linear Regression Analysis |
| 3: Descriptive Statistics: Numerical Methods | 14: Multiple Regression |
| 4: Probability | 15: Model Building and Model Diagnostics |
| 5: Discrete Random Variables | 16: Time Series Forecasting |
| 6: Continuous Random Variables | 17: Process Improvement Using Control Charts |
| 7: Sampling Distributions | 18: Nonparametric Methods |
| 8: Confidence Intervals | 19: Decision Theory |
| 9: Hypothesis Testing | |
| 10: Statistical Inferences Based on Two Samples | Supplements |
| 11: Experimental Design and Analysis of Variance | 978-0-07-733403-1 (Student Solutions Manual) |

Essentials of Business Statistics, 3/e



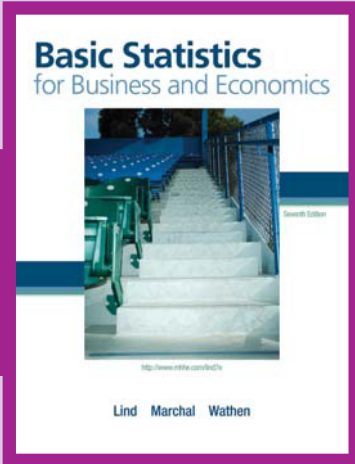
Bruce L. Bowerman, Miami University of Ohio-Oxford
Richard T. O'Connell, Miami University of Ohio-Oxford
J. Burdeane Orris, Butler University
Emily S. Murphree, Miami University of Ohio-Oxford

www.mhhe.com/bowermaness3e
 2009 • 978-0-07-122026-2 • 672 pages

Essentials of Business Statistics, 3/e delivers clear and understandable explanations of core business statistics concepts, making it ideal for a one term course in business statistics. Containing continuing case studies that emphasize the theme of business improvement, the text offers real applications of statistics that are relevant to today's business students. The authors motivate students by showing persuasively how the use of statistical techniques in support of business decision-making helps to improve business processes. A variety of computer centered examples and exercises, and a robust, technology-based ancillary package are designed to help students master this subject.

Table of contents

- | | |
|--|---|
| 1: An Introduction to Business Statistics | 12: Chi-Square Tests |
| 2: Descriptive Statistics: Tabular and Graphical Methods | 13: Simple Linear Regression Analysis |
| 3: Descriptive Statistics: Numerical Methods | 14: Multiple Regression and Model Building |
| 4: Probability | 15: (On Website) Process Improvement Using Control Charts |
| 5: Discrete Random Variables | |
| 6: Continuous Random Variables | Supplements |
| 7: Sampling Distributions | 978-0-07-724679-2 (Instructor's Resource CD) |
| 8: Confidence Intervals | 978-0-07-733932-6 (Student Solutions Manual) |
| 9: Hypotheses Testing | 978-0-07-732164-2 (Student CD) |
| 10: Statistical Inferences Based on Two Samples | |
| 11: Experimental Design and Analysis of Variance | |



Douglas A. Lind, Coastal Carolina University
William G. Marchal, University of Toledo
Samuel A. Wathen, Coastal Carolina University

www.mhhe.com/lindbasic7e
 2010 • 978-0-07-131380-3 • 528 pages

Basic Statistics for Business and Economics, 7/e provides a short and understandable, step by step approach. Based on the more complete *Statistical Techniques for Business and Economics, Basic* has the same style and content coverage, just fewer chapters and optional topics in a shorter, less expensive text. Reading and homework assignments will be less intimidating to beginning students and students will be more motivated to use a text that looks and feels easier to use.

Table of contents

- 1: What is Statistics?
- 2: Describing Data: Frequency Distributions and Graphic Presentation
- 3: Describing Data: Numerical Measures
- 4: Describing Data: Displaying and Exploring Data
- 5: A Survey of Probability Concepts
- 6: Discrete Probability Distributions
- 7: Continuous Probability Distributions
- 8: Sampling Methods and The Central Limit Theorem
- 9: Estimation and Confidence Intervals
- 10: One Sample Tests of Hypothesis

- 11: Two Sample Tests of Hypothesis
- 12: Analysis of Variance
- 13: Linear Regression and Correlation
- 14: Multiple Regression and Correlation Analysis
- 15: Chi-Square Applications

Supplements

- 978-0-07-738167-7 (Instructor's Edition)
- 978-0-07-732700-2 (Instructor's CD)
- 978-0-07-739861-3 (Study Guide)

Statistical Techniques in Business and Economics, 14/e



Douglas A. Lind, Coastal Carolina University
William G. Marchal, University of Toledo
Samuel A. Wathen, Coastal Carolina University

www.mhhe.com/lind14e
 2009 • 978-0-07110004-5 • 880 pages

Lind's *Statistical Techniques in Business and Economics, 14/e* is a perennial market best seller due to its comprehensive coverage of statistical concepts and methods delivered in a student-friendly, step-by-step format. The text presents concepts clearly and succinctly with a conversational writing style. All statistical concepts are illustrated with solved applied examples immediately upon introduction. Self reviews and exercises for each section, and review sections for groups of chapters also support the student learning steps. Modern computing applications (Excel, Minitab, and MegaStat) are introduced, but the text maintains a focus on presenting statistics concepts as applied in business as opposed to technology or programming methods.

Table of contents

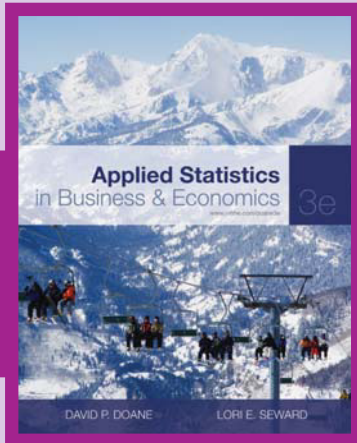
- 1: What is Statistics?
- 2: Describing Data: Frequency Tables, Frequency Distributions, and Graphic Presentation
- 3: Describing Data: Numerical Measures
- 4: Describing Data: Displaying and Exploring Data
- 5: A Survey of Probability Concepts
- 6: Discrete Probability Distributions
- 7: Continuous Probability Distributions
- 8: Sampling Methods and the Central Limit Theorem
- 9: Estimation and Confidence Intervals
- 10: One-Sample Tests of Hypothesis
- 11: Two-Sample Tests of Hypothesis
- 12: Analysis of Variance
- 13: Linear Regression and Correlation

- 14: Multiple Regressions and Correlation Analysis
- 15: Index Numbers
- 16: Time Series and Forecasting
- 17: Nonparametric Methods: Chi-Square Applications
- 18: Nonparametric Methods: Analysis of Ranked Data
- 19: Statistical Process Control and Quality Management
- 20: An Introduction to Decision Theory

Supplements

- 978-0-07-727007-0 (Instructor's Resource CD)
- 978-0-07-727006-3 (Instructor's Edition)
- 978-0-07-727013-1 (Study Guide)

Applied Statistics in Business and Economics, 3/e

NEW


David P. Doane, Oakland University
Lori E. Seward, University of Colorado

www.mhhe.com/doane3e
2010 • 978-0-07-122070-5 • 864 pages



Applied Statistics in Business & Economics, 3/e provides a comprehensive introduction to Statistics concepts and applications in business and economics. The text and online supplements emphasize thinking about data, choosing appropriate data analytic tools, and using computers effectively. The authors demonstrate easily mastered software techniques using the common software available.

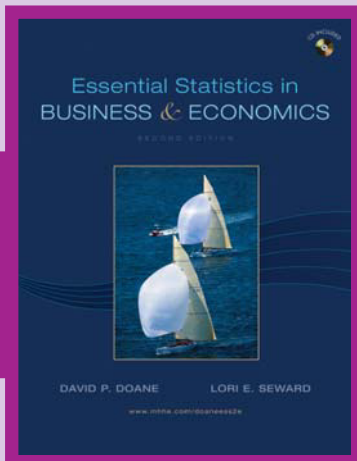
Features

- Revised **learning objectives** mapped to topics within chapter sections.
- Step-by-step instructions on using **Excel 2007** for descriptive statistics, histograms, scatter plots, line charts, fitting trends, and editing charts.
- Additional **practice exercises** and **examples**.
- Updated exercises and new skill-focused **business context exercises**.

Table of contents

| | |
|--|---------------------------------|
| 1: Overview of Statistics | 10: Two Sample Hypothesis Tests |
| 2: Data Collection | 11: Analysis of Variance |
| 3: Describing Data Visually | 12: Simple Regression |
| 4: Descriptive Statistics | 13: Multiple Regression |
| 5: Probability | 14: Time Series Analysis |
| 6: Discrete Probability Distributions | 15: Chi-Square Tests |
| 7: Continuous Distributions | 16: Nonparametric Tests |
| 8: Sampling Distributions and Estimation | 17: Quality Management |
| 9: One Sample Hypothesis Tests | On OLC: Chapter 18: Simulation |

Essential Statistics in Business and Economics, 2/e



David P. Doane, Oakland University
Lori E. Seward, University of Colorado

www.mhhe.com/doaneess2e
2009 • 978-0-07-110433-3 • 624 pages



Essential Statistics in Business and Economics offers an Excel focused approach to using statistics in business. All statistical concepts are illustrated with applied examples immediately upon introduction. Modern computing tools and applications are introduced, and the text maintains a strong focus on presenting statistical concepts as applied in business. Interpretation is heavily emphasized, enabling students to take full advantage of Excel to develop and drive problem-solving skills.

Table of contents

| | |
|--|---------------------------------|
| 1: Overview of Statistics | 10: Two-Sample Hypothesis Tests |
| 2: Data Collection | 11: Analysis of Variance |
| 3: Describing Data Visually | 12: Simple Regression |
| 4: Descriptive Statistics | 13: Multiple Regression |
| 5: Probability | 14: Chi-Square Tests |
| 6: Discrete Probability Distributions | |
| 7: Continuous Probability Distributions | |
| 8: Sampling Distributions and Estimation | |
| 9: One-Sample Hypothesis Tests | |

Supplements

978-0-07-336465-0 (Instructor's Resource CD)
978-0-07-336469-8 (Study Guide)

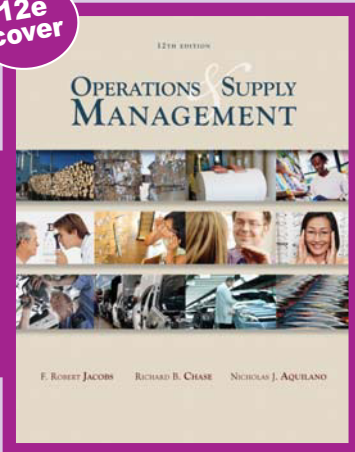
Also available

Aczel: Complete Business Statistics, 7/e
2009 • 978-0-07-127042-7 • 864 pages

Operations and Supply Chain Management, 13/e

NEW

12e cover



F. Robert Jacobs, Indiana University
Richard B. Chase, University of Southern California

www.mhhe.com/jacobs13e

2010 • 978-0-07-122090-3 • 800 pages

Operations and Supply Chain Management, as the title indicates, provides increased emphasis on supply chain management in the 13th Edition. The 13th Edition continues its market leading up-to-date coverage of service operations as well. The text includes solved examples and problems, enough cases for MBA courses to use without supplementing, and the industry leading technology support suite.

Table of contents

Section 1: Strategy and Sustainability

- 1: Operations and Supply Chain Management
- 2: Strategy and Sustainability
- 3: Product and Service Design

Section 2: Manufacturing, Services and Healthcare Processes

- 4: Strategic Capacity Management
- 5: Process Analysis
- 6: Production Processes
- 7: Service Processes
- 8: Health Care Processes
- 9: Six-Sigma Quality

Section 3: Process Control

- 10: Projects

Section 4: Supply Chain Processes

- 11: Global Sourcing and Procurement

- 12: Location, Logistics and Distribution

- 13: Lean and Sustainable Supply Chains

Section 5: Supply and Demand Planning

- 14: Enterprise Resource Planning Systems

- 15: Demand Management and Forecasting

- 16: Sales and Operations Planning

- 17: Inventory Control

- 18: Material Requirements Planning

- 19: Scheduling

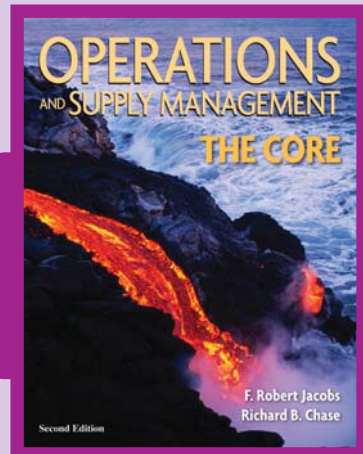
- 20: Constraint Management

Supplements

978-0-07-732737-8 (Instructor's Resource CD)

Operations and Supply Management: The Core, 2/e

NEW



F. Robert Jacobs, Indiana University
Richard B. Chase, University of Southern California

www.mhhe.com/jacobs2e

2010 • 978-0-07-017226-5 • 480 pages

Jacobs and Chase continue to lead the field of Operations Management with cutting edge up-to-date content, technology, and motivation. Now, in this Second Edition, *Operations and Supply Management: The Core* is constructed with sections on the four essential core areas strategy, process management, supply chain management, and inventory and control (supply and demand planning). The Second Edition provides increased emphasis on supply management concepts, integrates sustainability as a strategic consideration, and includes updated company applications, problems, and cases.

Table of contents

Section 1: Strategy and Sustainability

- 1: Operations and Supply Chain Management
- 2: Strategy and Sustainability

Section 2: Manufacturing and Service Processes

- 3: Strategic Capacity Management
- 4: Production Processes
- 5: Service Processes
- 6: Quality Management and Six-sigma
- 7: Projects

Section 3: Supply Chain Processes

- 8: Global Sourcing and Procurement

- 9: Location, Logistics and Distribution

- 10: Lean and Sustainable Supply Chains

Section 4: Supply and Demand Planning

- 11: Demand Management and Forecasting

- 12: Aggregate Operations Planning

- 13: Inventory Control

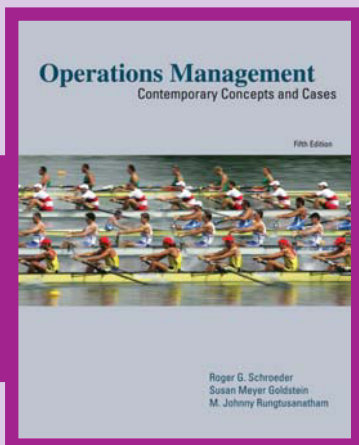
- 14: Material Requirements Planning

Supplements

978-0-07-724831-4 (Instructor's Resource CD)

Operations Management: Contemporary Concepts and Cases, 5/e

NEW



Roger G. Schroeder, University of Minnesota
 Susan Meyer Goldstein, University of Minnesota
 M. Johnny Rungtusanatham, University of Minnesota

www.mhhe.com/schroeder5e
 2010 • 978-0-07-128958-0 • 560 pages

Operations Management: Contemporary Concepts and Cases, 5/e is an ideal book for the instructor seeking a short text with cases. This book employs a cross-functional perspective, appealing to non-majors and practical for use in an MBA level course in operations management. The cases offer variety in length and rigor; and several are from Harvard and Darden. This mix makes the book appropriate for both undergraduates and MBA students.

Table of contents

Part 1: Introduction

- 1: The Operations Function
- 2: Operations and Supply Chain Strategy
- 3: Product Design

Part 2: Process Design

- 4: Process Selection
- 5: Service Process Design
- 6: Process-Flow Analysis
- 7: Lean Thinking and Lean Systems

Part 3: Quality

- 8: Managing Quality
- 9: Quality Control and Improvement

Part 4: Capacity and Scheduling

- 10: Supply Chain Management
- 11: Forecasting
- Supplement: Advanced Methods
- 12: Capacity Planning Supplement: Mathematical Models
- 13: Scheduling Operations
- 14: Project Planning and Scheduling

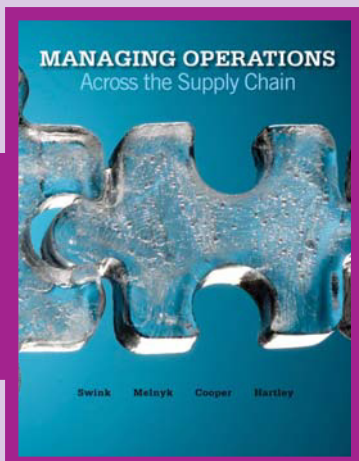
Part 5: Inventory

- 15: Independent-Demand Inventory
- Supplement: Advanced Models
- 16: Materials Requirements Planning and ERP

Part 6: Case Studies

Managing Operations Across the Supply Chain, 1/e

NEW



Morgan Swink, Michigan State University
 Steven Melnyk, Michigan State University
 M. Bixby Cooper, Michigan State University
 Janet Hartley, Bowling Green State University

www.mhhe.com/swink1e
 2010 • 978-0-07-122119-1 • 512 pages



Managing Operations Across the Supply Chain is the first book to offer a global, supply chain perspective of operations management a treatment that embraces the foundations of operations management but includes new frameworks, concepts, and tools to address the demands of today and changing needs of the future. It reflects three key shifts in operations management: 1) From a focus on the internal system to a focus on the supply chain, 2) From a local focus to a global focus, and 3) From an emphasis on tools and techniques to an emphasis on systems, people, and processes.

Table of contents

Section 1: Supply Chain: A Perspective for Operations Management

- 1: Introduction to Managing Operations across the Supply Chain
- 2: Operations and Supply Chain Strategy

Section 2: Foundations of Operations Management

- 3: Managing Processes and Capabilities Supplement: Process Mapping and Analysis
- 4: Product/Process Innovation
- 5: Manufacturing and Service Process Structures
- 6: Managing Quality Supplement: Quality Improvement Tools
- 7: Understanding Inventory Fundamentals
- 8: Managing Lean Systems

Section 3: Integrating Relationships across the Supply Chain

- 9: Customer Management

10: Supply Management

11: Logistics Management

Section 4: Planning for Integrated Operations across the Supply Chain

- 12: Demand Planning
- 13: Sales and Operations Planning
- 14: Independent Demand Inventory Management
- 15: Materials and Resource Requirements Planning

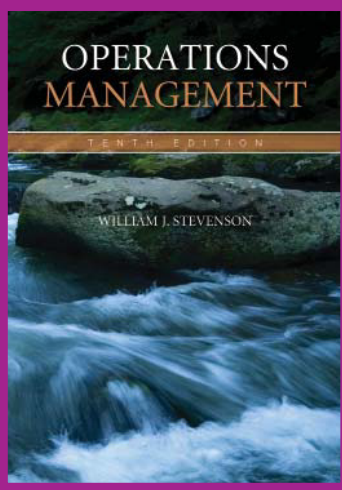
Section 5: Managing Change in Supply Chain Operations

- 16: Project Management
- 17: Supply Chain Operations Integration and Innovation

Supplements

978-0-07-329205-2 (Instructor's Resource CD)

Operations Management, 10/e



William J. Stevenson, Rochester Institute of Technology

www.mhhe.com/stevenson10e
2009 • 978-0-07-009177-1 • 944 pages

The Tenth Edition of *Operations Management* features the latest concepts and applications while preserving the core concepts that have made the text a market leader. Stevenson's careful explanations and approachable format supports students in understanding the important operations management concepts as well as applying tools and methods. By providing detailed examples, solved problems, questions, and cases students learn by doing, and the Tenth Edition continues to offer more support for 'doing Operations' than any other.

Table of contents

Part 1: Introduction

- 1: Introduction to Operations Management
- 2: Competitiveness, Strategy, and Productivity

Part 2: Forecasting

- 3: Forecasting

Part 3: System Design

- 4: Product and Service Design
- 5: Strategic Capacity Planning for Products and Services
- 6: Process Selection and Facilities Layout
- 7: Design of Work Systems
- 8: Location Planning and Analysis

Part 4: Quality

- 9: Management of Quality
- 10: Quality Control

Part 5: Supply Chain Management

- 11: Supply Chain Management

Part 6: Inventory Management and Scheduling

- 12: Inventory Management
- 13: Aggregate Planning
- 14: MRP and ERP
- 15: Lean Operations
- 16: Scheduling

Part 7: Project Management

- 17: Project Management

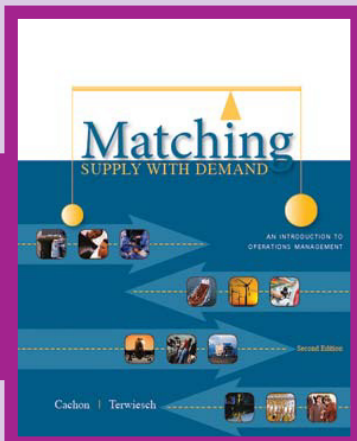
Part 8: Waiting Lines

- 18: Management of Waiting Lines

Supplements

- 978-0-07-336479-7 (Instructor's Resource CD)
- 978-0-07-336484-1 (Study Guide)
- 978-0-07-336483-4 (Operations Management Videos DVD)

Matching Supply with Demand: An Introduction to Operations Management, 2/e



Gerard Cachon, University of Pennsylvania

Christian Terwiesch, University of Pennsylvania

www.mhhe.com/cachon_terwiesch2e
2009 • 978-0-07-12633-13 • 504 pages

Matching Supply with Demand, 2/e offers an authoritative approach to Operations Management for MBA-level courses. The book demands rigorous analysis on the part of students, while using quantitative tools and formal modeling to perform the computations needed to support practical business decisions. Students remain focused on the ultimate goal—making good decisions that improve operations and profitability.

Table of contents

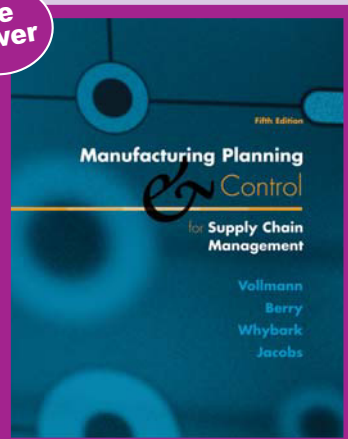
- 1: Introduction
- 2: The Process View of the Organization
- 3: Understanding the Supply Process: Evaluating Process Capacity
- 4: Estimating and Reducing Labor Costs
- 5: The Link between Operations and Finance
- 6: Batching and Other Flow Interruptions: Set-up Times and the Economic Order Quantity Model
- 7: Variability and Its Impact on Process Performance: Waiting Time Problems
- 8: The Impact of Variability on Process Performance: Throughput Losses

- 9: Quality Management, Statistical Process Control, and Six-Sigma Capability
- 10: Lean Operations and the Toyota Production System
- 11: Betting On Uncertain Demand: The Newsvendor Model
- 12: Assemble-to-Order, Make-to-Order, and Quick Response with Reactive Capacity
- 13: Service Levels and Lead Times in Supply Chains: The Order-up-to Inventory Model
- 14: Risk-Pooling Strategies to Reduce and Hedge Uncertainty
- 15: Revenue Management with Capacity Controls
- 16: Supply Chain Coordination

Manufacturing Planning and Control for Supply Chain Management, 6/e

NEW

5e cover



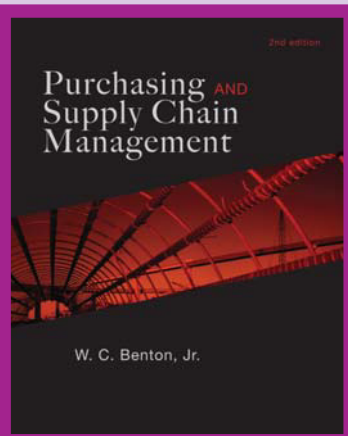
F. Robert Jacobs, Indiana University
William L. Berry
D. Clay Whybark
Thomas E. Vollmann, International Institute for Management Development

www.mhhe.com/jacobs-berry6e
 2010 • 978-0-07-131393-3 • 736 pages

Manufacturing Planning & Control for Supply Chain Management, 6/e is a comprehensive reference covering both basic and advanced concepts and applications for students and practicing professionals. The text provides an understanding of supply chain planning and control techniques with topics including purchasing, manufacturing, warehouse, and logistics systems. It continues to be organized in a flexible format, with the basic coverage in chapters 1-8 followed by the last four chapters that focus on the integration of manufacturing with the supply chain. Each chapter provides a managerial issues overview, a detailed technical presentation related to the topic, company examples, and concluding principles. This book is the essential desk reference for Supply Chain Planning and Control techniques.

Purchasing and Supply Chain Management, 2/e

NEW

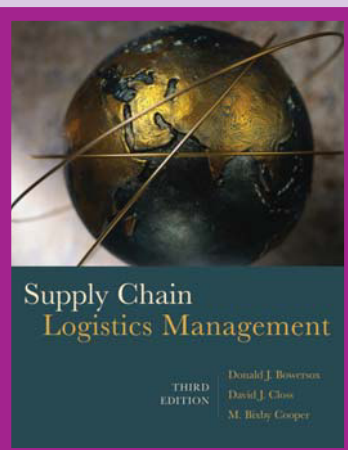


W.C. Benton, Jr., Ohio State University

www.mhhe.com/benton2e
 2010 • 978-0-07-128913-9 • 672 pages

The Second Edition of *Purchasing and Supply Management* focuses on the next generation of professionals as it outlines the most current methods in purchasing and supply chain management. With W.C. Benton's step-by-step approach, both students and professionals can gain analytical purchasing skills. Real case studies and exercises help students transform purchasing theory into purchasing practice and implementation. Some of the topics include purchasing business processes, price cost analysis, professional services, and transportation, global, and healthcare purchasing.

Supply Chain Logistics Management, 3/e

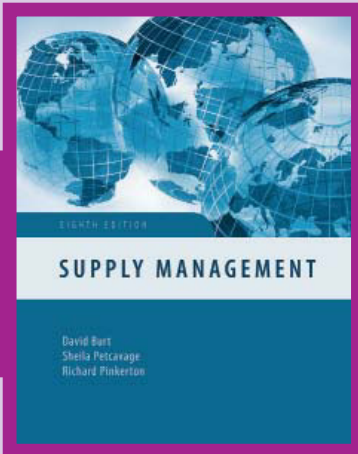


Donald Bowersox, Michigan State University
David Closs, Michigan State University
M. Bixby Cooper, Michigan State University

www.mhhe.com/bowersox3e
 2009 • 978-0-07-127617-7 • 480 pages

Supply Chain Logistics Management, 3/e is exciting, and promises to bolster traditional logistics courses and invigorate supply chain management courses. By examining traditional logistics issues within the context of the supply chain, this text captures the current trends. Most textbooks approach the subject from a limited perspective, studying only internal functions of an organization to the exclusion of issues that relate to the entire supply chain in an integrated enterprise. This text provides a solid foundation that clearly describes the role of logistics within the supply chain, portraying a complete view of the subject and extending to show how all the pieces fit together.

Supply Management, 8/e



David N. Burt, University of San Diego
Sheila Petcavage, Cuyahoga Community College
Richard Pinkerton, California State University-Fresno

www.mhhe.com/burt8e
 2009 • 978-0-07-126330-6 • 640 pages

Supply Management, 8/e is a major revision of the classic text in the field of procurement. The Eighth Edition builds on the strengths of prior editions, while including state of the art coverage and enhancements to help prepare students for the globalized world of business they will enter.

Table of contents

Part 1: The Foundation

- 1: The Progression to Professional Supply Management
- 2: Organizational Issues
- 3: Supply Management: An Organization Spanning Activity
- 4: A Portfolio of Relationships

Part 2: The Requirements Process

- 5: New Product Development
- 6: Purchasing Descriptions and Specifications
- 7: Managing for Quality
- 8: The Procurement of Equipment
- 9: Purchasing Services

Part 3: Sourcing: Sourcing Perception and Corporate Outsourcing

- 10: Outsourcing
- 11: Sourcing

12: Global Supply Management

Part 4: Cost Management

- 13: Total Cost of Ownership
- 14: Price and Cost Analysis
- 15: Methods of Compensation
- 16: Negotiation

Part 5: Managing Contracts and Relationships

- 17: Contract Formation and Legal Issues
- 18: Contract and Relationship Management
- 19: Ethics and Social Responsibilities

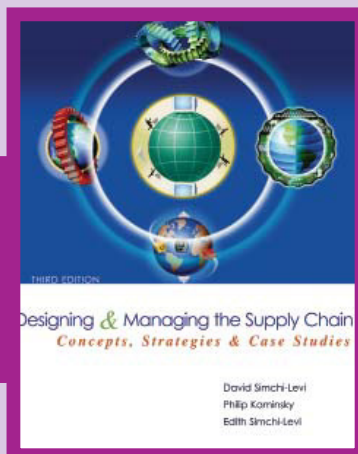
Part 6: Materials Management

- 20: Production and Inventory Control
- 21: Demand Management and Logistics

Part 7: Implementing Value Network Management

- 22: Implementing Value Network Management

Designing and Managing the Supply Chain, 3/e



David Simchi-Levi, Massachusetts Institute of Technology
Philip Kaminsky, University of California-Berkeley
Edith Simchi-Levi, Logic Tools, Inc., Lexington, MA

www.mhhe.com/simchi-levi3e
 2009 • 978-0-07-127097-7 • 544 pages

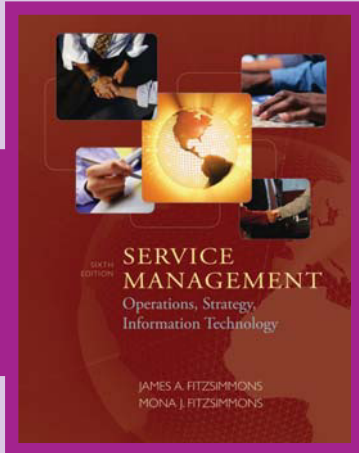
As the most up-to-date, cutting-edge supply chain management book on the market, *Designing and Managing the Supply Chain, 3/e* discusses the problems, models and concepts derived from issues related to effective supply chain management. The 3rd edition represents a substantial revision. While the structure and philosophy were kept intact, the authors placed an increasing importance on finding or developing effective frameworks that illustrate many important supply chain issues. At the same time, motivated by new developments in industry, they added material on a variety of topics new to the book while increasing the coverage of others.

Table of contents

- 1: Introduction
- 2: Inventory Management and Risk Pooling
- 3: Network planning
- 4: Supply contracts
- 5: The Value of information
- 6: Supply Chain integration
- 7: Distribution strategies
- 8: Strategic alliances

- 9: Procurement and Outsourcing Strategies
- 10: Global Logistics and Risk Management
- 11: Coordinated product and supply chain design
- 12: Customer Value
- 13: Smart Pricing
- 14: Information Technology and Business Processes
- 15: Technology standards

Service Management: Operations, Strategy, Information Technology, 6/e



James A. Fitzsimmons, University of Texas - Austin
Mona J. Fitzsimmons

www.mhhe.com/fitzsimmons6e

2008 • 978-0-07-126346-7 • 560 pages

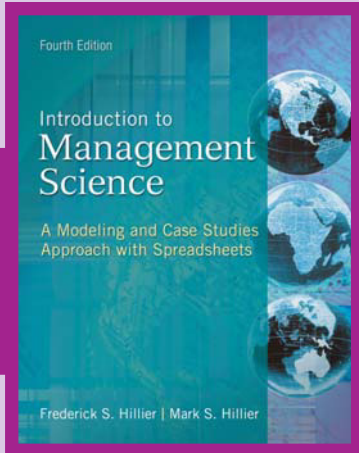
The best-selling textbook in service operations, *Service Management, 6/e* has extensive coverage of global operations and technology and ecommerce. The text focuses on the need for continuous improvement in quality and productivity in the service industry and demonstrates how cross-functional areas of an organization impact effective service management.

Table of contents

- | | |
|--|--|
| 1: The Role of Services in an Economy | 10: Service Facility Location |
| 2: The Nature of Services | 11: Managing Capacity and Demand |
| 3: Service Strategy | 12: Managing Waiting Lines |
| 4: New Service Development | 13: Service Supply Relationships |
| 5: Technology in Services | 14: Growth and Globalization of Services |
| 6: Service Quality | 15: Managing Projects |
| 7: Process Improvement (DEA supplement) | 16: Capacity Planning and Queuing Models (Computer Simulation) |
| 8: The Service Encounter | 17: Forecasting Demand for Services |
| 9: Supporting Facility and Process Flows | 18: Managing Facilitating Goods |

Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets, 4/e

NEW



Frederick S. Hillier, Stanford University
Mark S. Hillier, University of Washington

www.mhhe.com/hillier4e

2010 • 978-0-07-128931-3 • 640 pages

Introduction to Management Science, 4/e offers a unique model approach and integrates the use of Excel. Through this approach students are better able to grasp the essential concepts covered in the course and see their utility. Each chapter includes a case study that is meant to show the students a real and interesting application of the topics addressed in that chapter. These cases and related applications cut across all functional areas of business and show how management science techniques apply in the business environment.

Table of contents

- | | |
|--|--|
| 1: Introduction | 11: Queueing Models |
| 2: Linear Programming: Basic Concepts | 12: Computer Simulation: Basic Concepts |
| 3: Linear Programming: Formulation and Applications | 13: Computer Simulation with Crystal Ball |
| 4: The Art of Modeling with Spreadsheets | Chapters on the CD-ROM: |
| 5: What-If Analysis for Linear Programming | 14: Solution Concepts for Linear Programming |
| 6: Network Optimization Problems | 15: Transportation and Assignment Problems |
| 7: Using Binary Integer Programming to Deal with Yes-or-No Decisions | 16: PERTICPM Models for Project Management |
| 8: Nonlinear Programming | 17: Goal Programming |
| 9: Decision Analysis | 18: Inventory Management with Known Demand |
| 10: Forecasting | 19: Inventory Management with Uncertain Demand |

Project Management: The Managerial Process, 5/e

NEW

4e
cover

Erik W. Larson, Oregon State University
Clifford F. Gray, Oregon State University

www.mhhe.com/graylarsen5e
2010 • 978-0-07-128929-0 • 608 pages

As the market-leading textbook on the subject, *Project Management: The Managerial Process, 5/e* is distinguished by its balanced treatment of both the technical and behavioral issues in project management as well as by its coverage of a broad range of industries to which project management principles can be applied. It focuses on how project management is integral to the organization as a whole. The 5th edition reflects the latest changes found in the practice. Other texts discuss the topics covered in this text but they do not view oversight as the project manager's operating environment, as does Larson/Gray. Resumes of managers will soon be primarily a description of participation in and contributions to projects.

Table of contents

1: Modern Project Management
2: Organization Strategy and Project Selection
3: Organization: Structure and Culture
4: Defining the Project
5: Estimating Project Times and Costs
6: Developing a Project Plan
7: Managing Risk
8: Scheduling Resources and Costs
9: Reducing Project Duration
10: Leadership: Being an Effective Project Manager

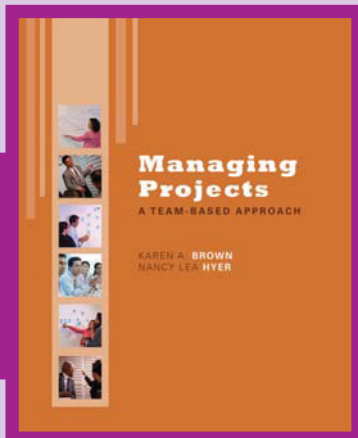
11: Managing Project Teams
12: Outsourcing: Managing Interorganizational Relations
13: Progress and Performance Measurement and Evaluation
14: Project Closure
15: International Projects
16: Oversight
17: An introduction to Agile Project Management
18: Project Management Career Paths

Supplements

978-0-07-726948-7 (Instructor's Resource CD)

Managing Projects: A Team-Based Approach, 1/e

NEW



Karen A. Brown, Thunderbird School of Global Management
Nancy Lea Hyer, Vanderbilt University

www.mhhe.com/brown-hyer1e
2010 • 978-0-07-126751-9 • 528 pages

The need for project management is on the rise as product life cycles compress, demand for IT systems increases, and business takes on an increasingly global character. This book adds to the project management knowledge base in a way that fills an unmet need; it shows how teams can apply many of the standard project management tools, as well as several tools that are relatively new to the field. *Managing Projects: A Team-Based Approach* offers the academic rigor found in most textbooks along with the practical attributes often found more often in trade/professional publications.

Features

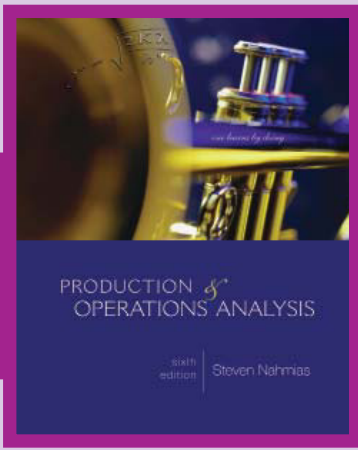
- **A process context** demonstrates how the various tools fit together as part of a cohesive project management process, demonstrating the iterative nature of project planning and execution.
- **A team orientation** shows how project management concepts and tools work in team settings. This book includes tools not found, as a comprehensive set, in any other project management book.
- The concept of “**active learning**” is introduced in and employed throughout the textbook.
- **Balanced tool set.** The most effective project managers are those who know when they need to be analytical and when a more creative approach is warranted this text presents ideas for making these distinctions and tools for use in each type of situation.

Table of contents

1: Managing Projects: What and Why
2: The Effective Project Manager
3: Project Selection: Doing the Right Thing
4: Project Initiation: Setting the Stage for Action
5: Project Definition: Creating and Using the Work Breakdown Structure

6: Assessing and Preparing for Project Uncertainties
7: Project Scheduling: Adding the Time Dimension
8: Modifying Project Schedules to Accommodate Time and Resource Constraints
9: Monitoring and Controlling Project Performance
10: Finishing Well: Project Closure and Learning

Production and Operations Analysis, 6/e



Steven Nahmias, Santa Clara University
www.mhhe.com/nahmias6e
 2009 • 978-0-07-126370-2 • 816 pages

Production and Operations Analysis, 6/e provides a survey of the analytical methods used to support the functions of production and operations management. This latest edition maintains the focus on continual process improvement while enhancing the technical content of the book. Both analytical methods centered on factory and service processes, as well as process issues across the supply chain, are included. As always, the text presents the most cutting-edge quantitative models used in operations in a clear, accessible manner.

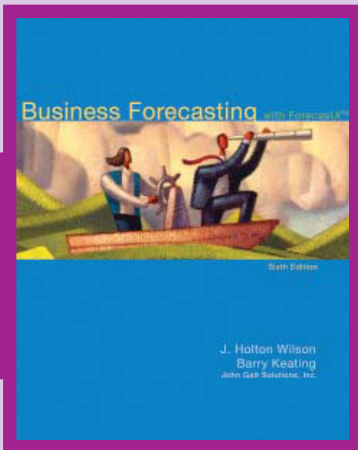
Features

- **Opening Strategic Framework** – the first chapter illustrates the book’s framework which has been developed over 6 editions. It describes the various operational functions and how they fit together within a strategic organizational context. This framework makes the material more accessible and understandable to business students by giving them a reference to the ‘big picture.’
- **Thorough Excel Integration** – Excel output screens are thoroughly integrated throughout the text.
- **Abundance of Solved Problems** – found throughout the book, these problems include realistic, conceptually challenging solved problems.

Table of contents

- | | |
|--|--|
| 1: Strategy and Competition | 7: Push and Pull Production Control Systems: MRP and JIT |
| 2: Forecasting | 8: Operations Scheduling |
| 3: Aggregate Planning | 9: Project Scheduling |
| 4: Inventory Control Subject to Known Demand | 10: Facilities Layout and Location |
| 5: Inventory Control Subject to Uncertain Demand | 11: Quality and Assurance |
| 6: Supply Chain Management | 12: Reliability and Maintainability |

Business Forecasting, 6/e



J. Holton Wilson, Central Michigan University
Barry Keating, University of Notre Dame
John Galt Solutions Inc.
www.mhhe.com/business/opsci/wilson6e
 2009 • 978-0-07-127609-2 • 440 pages

The Sixth Edition of *Business Forecasting* is the most practical forecasting book on the market with the most powerful software—Forecast X. This edition presents a broad-based survey of business forecasting methods including subjective and objective approaches. As always, the author team of Wilson and Keating deliver practical how-to forecasting techniques, along with dozens of real world data sets while theory and math are held to a minimum. This Sixth Edition includes Forecast X software updated for Excel 2007 and Vista. Forecast X is the most comprehensive software tool available in this market and the new version is also backwards compatible for XP Excel 2003 systems. This Excel-based tool effectively uses wizards and many tools to make forecasting easy and understandable.

Table of contents

- | | |
|---|--|
| 1: Introduction to Business Forecasting | 6: Time-Series Decomposition |
| 2: The Forecast Process, Data Considerations, and Model Selection | 7: ARIMA Type Forecasting Models |
| 3: Moving Averages and Exponential Smoothing | 8: Combination and Collaborative Forecasting |
| 4: Introduction to Forecasting with Regression Methods | 9: Forecast Implementation |
| 5: Forecasting with Multiple Regression | 10: Data Mining |

Business Research Methods, 10/e



Donald R. Cooper, Florida Atlantic University-Boca Raton
Pamela S. Schindler, Wittenberg University

www.mhhe.com/cooper10e

2008 • 978-0-07-126333-7 • 768 pages

In its Anniversary 10th Edition, the authors continue to provide the most timely, richest, and most comprehensive coverage of the research experience in Business Research Methods. Students and instructors will find thorough coverage of business research topics – including the best coverage of questionnaire design – backed by solid theory. The authors are successful marketing research consultants; their expertise is evident in the realistic Snapshots, Close-Ups, PicProfiles, and case studies found in the text. Managerial decision making is the underlying theme, and topics and applications are presented and organized in a manner that allows students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.

Table of contents

Part 1: Introduction to Business Research

- 1: *Research in Business*
- 2: *Ethics in Business Research*
- 3: *Thinking like a Researcher*
- 4: *The Research Process: An Overview*
- 5: *Clarifying the Research Question through Secondary Data and Exploration*

Part 2: The Design of Business Research

- 6: *Research Design: An Overview*
- 7: *Qualitative Research*
- 8: *Observation Studies*
- 9: *Surveys*
- 10: *Experiments*

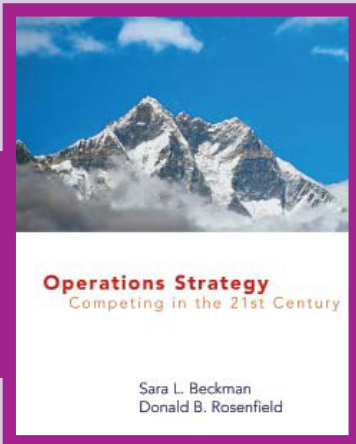
Part 3: The Sources and Collection of Data

- 11: *Measurement*
- 12: *Measurement Scales*
- 13: *Questionnaires and Instruments*
- 14: *Sampling*

Part 4: Insights from Findings: Analysis and Presentation of Data

- 15: *Data Preparation and Description*
- 16: *Exploring, Displaying, and Examining Data*
- 17: *Hypothesis Testing*
- 18: *Measures of Association*
- 19: *Multivariate Analysis: An Overview*
- 20: *Presenting Results: Oral and Written Reports Case Abstracts*

Operations Strategy: Competing in the 21st Century, 1/e



Sara L. Beckman, University of California-Berkeley
Donald B. Rosenfield, Massachusetts Institute of Technology

www.mhhe.com/beckman08

2008 • 978-0-07-127408-1 • 480 pages

Operations Strategy addresses the basic decisions leaders of operations must address: vertical integration, capacity, facilities, process technology, information technology, sourcing, business process management, capabilities development and supply chain integration. In doing so, the book integrates strategic considerations with analytical models, thereby providing a comprehensive view of these critical decisions and the tools used to help make them. The themes and conclusions offered by the authors are based on recent research, particularly from the Leaders for Manufacturing program at MIT. Students and instructors can be sure that they are receiving the most up-to-date examples of companies engaged in making these decisions.

Table of contents

- 1: *Business Strategy Context for Operations Strategy*
- 2: *Vertical Integration*
- 3: *Process Technology*
- 4: *Capacity Strategy*
- 5: *Facilities Strategy and Globalization*

- 6: *Sourcing*
- 7: *Business Process Focused Strategies and Organizational Design*
- 8: *Coordinating the Supply Chain*
- 9: *Information Technology*
- 10: *Cross-Cutting Capabilities—Lean Operations, Quality, and Flexibility*
- 11: *Strategy Development and Practice*

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