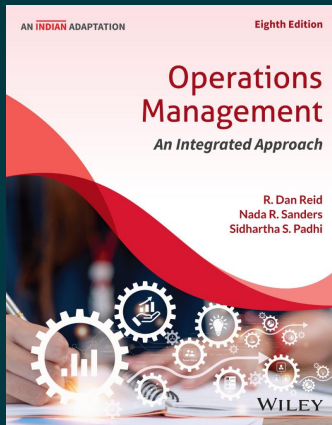




Operations Management, 8ed (An Indian Adaptation)

By R. Dan Reid, Nada R. Sanders, Sidhartha S. Padhi

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Description

In an era of unprecedented business evolution, marked by technological breakthroughs and global challenges, an Operations Management (OM) textbook emerges to equip students with the essential tools to navigate the complexities of the modern corporate environment. This textbook stands as a testament to the transformative power of global integration, AI advancements, sustainability imperatives, and the disruptive effects of the COVID-19 pandemic on traditional business practices, emphasizing the pivotal role of OM in maintaining a firm's competitive advantage. This textbook aims to provide a foundational knowledge of OM, blending classic and modern methodologies, including IT, robotics, AI, and sustainable practices. It covers strategic and tactical decision-making and the specific challenges of service and manufacturing sectors. The book is also designed for accessibility, with relatable introductory stories and clear explanations to cater to students with varying business acumen. It progresses from strategic to tactical OM topics, with self-contained chapters for teaching flexibility and upfront background knowledge summaries.

About the Author

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R. Dan Reid is Associate Professor Emeritus of Operations Management at the Whittemore School of Business and Economics at the University of New Hampshire. He holds a Ph.D. in Operations Management from The Ohio State University, an M.B.A. from Angelo State University, and a B.A. in Business Management from the University of Maryland. During the past 20 years, he has taught at The Ohio State University, Ohio University, Bowling Green State University, Otterbein College, and the University of New Hampshire.

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Sidhartha S. Padhi is Professor of Quantitative Methods and Operations Management (QMOM) at Indian Institute of Management Kozhikode with more than 13 years of work experience. He obtained his Ph.D. from the Indian Institute of Technology, Kharagpur,

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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand the current market landscape, identify gaps, and determine the target audience. Once a market need is identified, the next step is to develop a concept for the new product. This involves brainstorming ideas, creating a prototype, and testing the concept with potential customers. Once the concept is validated, the next step is to develop a business plan. This involves determining the costs of production, setting a price point, and identifying distribution channels. Once the business plan is complete, the next step is to secure funding. This can be done through a variety of methods, including venture capital, angel investors, or crowdfunding. Once funding is secured, the next step is to begin production. This involves sourcing materials, hiring manufacturing staff, and setting up a production line. Once production is underway, the next step is to launch the product. This involves creating a marketing campaign, launching the product, and monitoring sales. Finally, the last step in the process is to evaluate the product's performance. This involves analyzing sales data, customer feedback, and market trends to determine the product's success and identify areas for improvement.

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