



Operations Management

David Barnes

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The role of operations management in the 21st century brings with it many complex challenges, not least of which is the international context in which all businesses now operate. The forces of globalization, underpinned by Internet-based technologies, the lowering of trade barriers and a reduction in transport costs have prompted firms of all sizes to source their supplies, outsource their activities, set up production facilities and serve markets well away from their own home countries. In this concise text, David Barnes focuses on the key issues of international operations management from a strategic and conceptual perspective, using relevant international theory to expand upon the solid foundation of a traditional operations management syllabus. Using well known examples and case studies from real companies around the world, he offers a well-balanced look at both services and manufacturing operations. His accessible and engaging writing style makes this books ideally suited to those encountering Operations Management for the first time at both undergraduate and postgraduate level.

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