



Cases in Operations Management: Building Customer Value Through World-Class Operations (The Ivey Casebook Series)

Robert D. Klassen, Larry J. Menor

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Cases in Operations Management: Building Customer Value Through World-Class Operations is unique in its strong grounding in real-world decisions. The cases are structured into six chapters, each of which offers an overview of key concepts. Given that most managers will need to function effectively in an international context, the cases draw from challenges faced by experienced managers in such varied settings as China, France, India, Italy, Japan, the Netherlands, Trinidad, Vietnam, and others, in addition to the United States and Canada. These cases continue to illustrate basic concepts while expanding students' understanding of economic, political, and cultural concerns that must be interwoven into such key areas as process design, quality, and supply chain management.

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