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**PRODUCTION AND
OPERATIONS MANAGEMENT**

S N Chary



The book is a comprehensive guide to the field of production and operations management. It covers the entire spectrum from the basic principles of production to the latest trends in operations management. The book is divided into three main sections: Section I, Section II, and Section III. Section I deals with the role of production and operations management in a changing business world. Section II deals with the production and operations management function. Section III deals with the operations strategy. The book is written in a clear and concise style, making it easy to read and understand. It is a must-read for anyone interested in the field of production and operations management.

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- Chapter 2 Operations Strategy
- Chapter 3 Services

The last century, particularly the latter half of it, has seen an upsurge in industrial activity. Industries are producing a variety of products. Consumerism has been on a steep rise. People, all over the world, have been demanding more and better products and devices. The developments in technology, particularly in the areas of telecommunications, Internet, mass media and transport have made it possible for products and ideas to travel across the globe with minimal effort. A Chinese girl sitting in Shanghai can see on the television what girls of her age wear in distant USA or Europe. A housewife from Delhi, while visiting her son in San Jose in the Silicon Valley, is able to check out on the interiors and furniture available in that part of the world. A middle class newly married couple from Bangalore thinks of Malaysia or Mauritius as a honeymoon destination. The world has shrunk. Despite the political boundaries, nations are getting closer in trade and commerce. Products are aplenty. A variety of devices are available. Communications are quicker. Consumers are the kings.

It is obvious that a lot is being demanded of the production and operations management function. The responsibility of that function is to see that the required products and devices are of a good quality, with an acceptable price and delivered at a time and place the customer desires. Quality, productivity (and hence price) and delivery have become the basic minimums that a firm must offer in order to stay



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