



# Decision Sciences

**Higher Education** Catalog 2022–23

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# DECISION SCIENCES

## BUSINESS ANALYTICS

### NEW Title

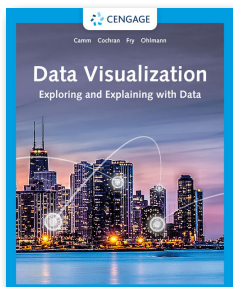
### DATA VISUALIZATION

Exploring and Explaining with Data

*Jeffrey D. Camm, University of Cincinnati; James J. Cochran, Louisiana Tech University; Michael J. Fry, University of Cincinnati; Jeffrey W. Ohlmann, University of Iowa*

© 2022, 448pp, Paperback, 9780357631348

### MindTap



**DATA VISUALIZATION:** Exploring and Explaining with Data is designed to introduce best practices in data visualization to undergraduate and graduate students. This is one of the first books on data visualization designed for college courses. The

book contains material on effective design, choice of chart type, effective use of color, how to both explore data visually, and how to explain concepts and results visually in a compelling way with data. The book explains both the “why” of data visualization and the “how.” That is, the book provides lucid explanations of the guiding principles of data visualization through the use of interesting examples.

### AE BUSINESS ANALYTICS, 4E

*Jeffrey D. Camm; James J. Cochran; Michael J. Fry, University of Cincinnati; Jeffrey W. Ohlmann, University of Iowa*

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### MindTap

### AsiaTitle



Develop the analytical skills that are in high demand in businesses today with Camm/Cochran/Fry/Ohlmann's best-selling **BUSINESS ANALYTICS, 4E**. You master the full range of analytics as you strengthen descriptive, predictive and prescriptive

analytic skills. Real examples and memorable visuals illustrate data and results for each topic. Step-by-step instructions guide you through using Microsoft® Excel, Tableau, R, and JMP Pro software to perform even advanced analytics concepts. Practical, relevant problems at all levels of difficulty further help you apply what you've learned. This edition assists you in becoming proficient in topics beyond the traditional quantitative concepts, such as data visualization and data mining, which are increasingly important in today's analytical problem solving. MindTap digital learning resources with an interactive eBook, algorithmic practice problems with solutions and Exploring Analytics visualizations strengthen your understanding of key concepts.



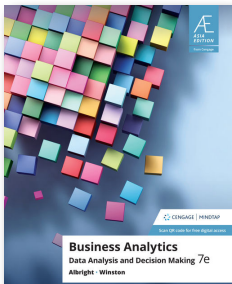
## AE BUSINESS ANALYTICS: DATA ANALYSIS & DECISION MAKING, 7E

*S. Christian Albright, Indiana University, School of Business (Emeritus); Wayne L. Winston, Indiana University, Kelley School of Business (Emeritus)*

© 2020, 912pp, Paperback, 9789814878180

MindTap

AsiaTitle



Guide your students in mastering data analysis, modeling and the effective use of spreadsheets with Albright/Winston's popular BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 7E. This book's quantitative methods approach delivers

the tools to succeed with a proven teach-by-example approach, student-friendly writing style and complete integration with the latest version of Excel. You also have the flexibility to use earlier versions of Excel. This edition is more data-oriented than ever before with a new chapter covering the two main Power BI tools in Excel -- Power Query and Power Pivot -- and a section on data visualization with Tableau Public. Current problems, cases and examples highlight the relevance of the material. In addition, a Companion Website includes data and solutions files, PowerPoint slides, SolverTable for optimization sensitivity analysis and the Palisade DecisionTools Suite.

## BUSINESS STATISTICS

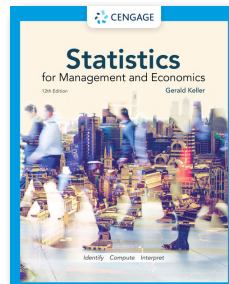
NEW EDITION

## STATISTICS FOR MANAGEMENT AND ECONOMICS, 12E

*Gerald Keller, Wilfrid Laurier University*

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MindTap



Discover how important statistical methods are for today's managers and economists as you learn how to apply these tools to real business problems with Keller's best-selling STATISTICS FOR MANAGEMENT AND ECONOMICS, 12E. This

edition emphasizes applications over calculations. A unique three-step "ICI" approach to problem solving teaches you how to "identify" the correct statistical technique by focusing on the problem objective and data type; "compute" the statistics by hand or using Excel® XLSTAT or STATA®; and, finally, "interpret" the results within the context of the problem. Data-driven examples and more than 30 cases demonstrate how marketing managers, financial analysts, accountants and economists rely on statistical applications. In addition, thousands of exercises and datasets use real data from individuals, sports teams or the stock market to let you practice what you've learned. MindTap digital resources include XLSTAT commercial Excel add-in and additional activities for practice.

## BUSINESS STATISTICS ABRIDGED: AUSTRALIA AND NEW ZEALAND, 8E

*Eliyathamby A, Griffith University; Saroja Selvanathan, Griffith University; Gerald Keller, Wilfrid Laurier University*

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**MindTap eBook**



Business Statistics teaches you skills that you can use throughout your career. It illustrates how vital statistical methods and tools are for today's managers and analysts, and how to apply them to business problems using real-world data. Statistical

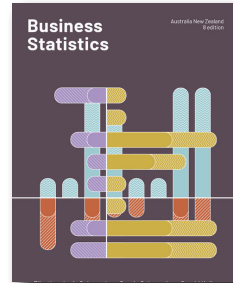
data analysis is the backbone of sound business decision making, and finding the right tool to analyse a particular business problem is the key. The book shows you how to analyse data by focusing on the kind of problem you face, the type of data involved and the appropriate technique for solving the problem. It also includes data-driven examples, exercises and cases that cover how marketing managers, financial analysts, accountants, economists and others use statistics. This edition includes the NEW XLStat analysis plugin/tool.

## BUSINESS STATISTICS: AUSTRALIA AND NEW ZEALAND, 8E

*Eliyathamby A, Griffith University; Saroja Selvanathan, Griffith University; Gerald Keller, Wilfrid Laurier University*

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Business Statistics teaches you skills that you can use throughout your career. It illustrates how vital statistical methods and tools are for today's managers and analysts, and how to apply them to business problems using real-world data. Statistical

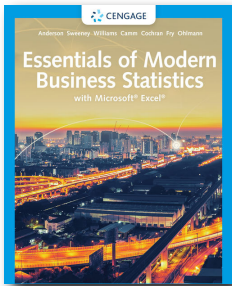
data analysis is the backbone of sound business decision making, and finding the right tool to analyse a particular business problem is the key. The book shows you how to analyse data by focusing on the kind of problem you face, the type of data involved and the appropriate technique for solving the problem. It also includes data-driven examples, exercises and cases that cover how marketing managers, financial analysts, accountants, economists and others use statistics. This edition includes the NEW XLStat analysis plugin/tool.

## ESSENTIALS OF MODERN BUSINESS STATISTICS WITH MICROSOFT® EXCEL®, 8E

*David R. Anderson, University of Cincinnati; Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology; Jeffrey D. Camm, University of Cincinnati*

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### MindTap eBook



Develop a strong conceptual understanding of statistics as **ESSENTIALS OF MODERN BUSINESS STATISTICS WITH MICROSOFT® EXCEL®, 8E** balances real-world applications with an integrated focus on the latest version of Microsoft®

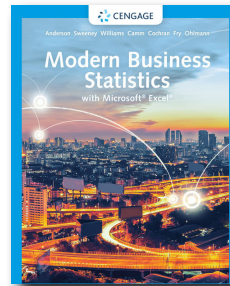
Excel®. This best-selling, essentials edition clearly develops each statistical technique in an application setting. You learn to master statistical methodology with an easy-to-follow presentation of a statistical procedure followed by a discussion of how to use Excel® 2019 to perform the procedure. Step-by-step instructions and screen captures ensure understanding. More than 140 new business examples, proven methods, and application exercises show how statistics provide insights into today's business decisions and problems. A unique problem-scenario approach and new case problems demonstrate how to apply statistical methods to practical business situations. MindTap digital resources provide tools to help you master Excel®, Excel® Online, and R as well as gain an understanding of business statistics.

## MODERN BUSINESS STATISTICS WITH MICROSOFT® EXCEL®, 7E

*David R. Anderson, University of Cincinnati; Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology; Jeffrey D. Camm, University of Cincinnati*

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### MindTap eBook



Develop a strong conceptual understanding of statistics and its importance in business today. **MODERN BUSINESS STATISTICS WITH MICROSOFT® EXCEL®, 7E** balances real-world applications with an integrated focus on the latest version of Microsoft®

Excel®. This best-selling, comprehensive edition clearly develops each statistical technique in an application setting. You master statistical methodology with an easy-to-follow presentation of a statistical procedure followed by a discussion of how to use Excel® to perform the procedure. Step-by-step instructions and screen images reinforce understanding. More than 160 new business examples, proven methods, and application exercises show how statistics provide insights into business decisions and problems. A problem-scenario approach emphasizes how to apply statistical methods to practical business situations. New case problems let you check your understanding, while MindTap digital resources help you master Excel®, Excel Online, and R.

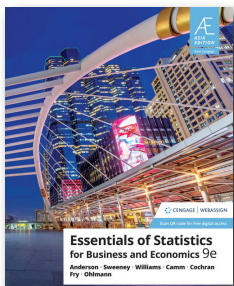
## AE ESSENTIALS OF STATISTICS FOR BUSINESS & ECONOMICS, 9E

David R. Anderson, *University of Cincinnati*; Dennis J. Sweeney, *University of Cincinnati*; Thomas A. Williams, *Rochester Institute of Technology*; Jeffrey D. Camm, *University of Cincinnati*

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### WebAssign

#### AsiaTitle



Deliver sound statistical methodology, a proven problem-scenario approach and meaningful applications that clearly demonstrate how statistical information impacts business decisions with Anderson/Sweeney/Williams/Camm/Cochran/Fry/Ohlmann's leading

ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 9E. More than 350 actual business examples, current cases and hands-on exercises draw from the authors' unmatched experience to present the latest statistical data and business information with unwavering accuracy. You can select the topics that best meet your students' needs, including coverage of popular commercial statistical software programs JMP® Student Edition 14 and Excel® 2016 with optional chapter appendices and coordinating online data sets. An all new WebAssign online course management system is available with this powerful business statistics solution.

## CONTEMPORARY MATHEMATICS FOR BUSINESS & CONSUMERS, 9E

Robert Brechner, *Miami-Dade College*; George Bergeman, *Northern Virginia Community College*

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### WebAssign eBook



Gain a strong understand of today's key mathematical concepts and learn how to use math for success in business today with Brechner/Bergeman's CONTEMPORARY MATHEMATICS FOR BUSINESS AND CONSUMERS, 9E. This

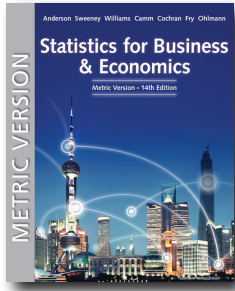
reader-friendly approach helps you overcome any math anxiety and confidently master mathematical concepts. A proven step-by-step instructional model allows you to progress through one topic at a time without being intimidated or overwhelmed. Learning features connect the topics you're learning to the latest business news and even provide helpful personal money tips. You can immediately practice concepts and hone essential skills with more than 2,000 exercises. Jump Start problems introduce each new topic and provide worked-out solutions to help you start homework, while Master-it Problems offer detailed interactive explanations. In addition, author-created videos walk you step-by-step through sample problems to ensure understanding.

## STATISTICS FOR BUSINESS & ECONOMICS, METRIC EDITION, 14E

*David R. Anderson, University of Cincinnati; Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology; Jeffrey D. Camm, University of Cincinnati*

© 2020, 1120pp, Paperback, 9780357114483

WebAssign eBook



Discover how statistical information impacts decisions in today's business world as Anderson/Sweeney/Williams/Camm/Cochran/Fry/Ohlmann's leading **STATISTICS FOR BUSINESS AND ECONOMICS**, 14th Edition,

Metric Edition, connects concepts in each chapter to real-world practice. This edition delivers sound statistical methodology, a proven problem-scenario approach and meaningful applications that reflect the latest developments in business and statistics today. More than 350 new and proven real business examples, a wealth of practical cases and meaningful hands-on exercises highlight statistics in action. You gain practice using leading professional statistical software with exercises and appendices that walk you through using JMP® Student Edition 14 and Excel® 2016. WebAssign's online course management systems further strengthens this business statistics approach and helps you maximize your course success.

## CONTEMPORARY BUSINESS MATHEMATICS FOR COLLEGES, 17E

*James E. Deitz, Past President of Heald Colleges; James L. Southam, San Francisco State University*

© 2016, 560pp, Paperback, 9781305506688

eBook



Presenting a basic, arithmetic-based approach, **CONTEMPORARY BUSINESS MATHEMATICS FOR COLLEGES**, 17E uses step-by-step development of concepts, hands-on practice exercises, and real-world application of

techniques to effectively prepare students for careers in business. Practical skill-building applications are emphasized throughout as the text progresses, from the most basic to more complex business math topics. Numerous problems and examples are taken from actual businesses. Self-check features such as end-of-section Concept Checks, end-of-chapter Bottom Lines, and end-of-chapter Review Problems enable students to test their understanding before advancing to other topics or completing assignments. CengageNOW offers an online homework solution option with fully algorithmic end-of-chapter problems students can use to drill again and again to build their math confidence.



## CONTEMPORARY BUSINESS MATHEMATICS FOR COLLEGES, BRIEF COURSE, 17E

*James E. Deitz, Past President of Heald Colleges; James L. Southam, San Francisco State University*

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Presenting a basic, arithmetic-based approach, CONTEMPORARY BUSINESS MATHEMATICS FOR COLLEGES, 17E uses step-by-step development of concepts, hands-on practice exercises, and

real-world application of techniques to effectively prepare students for careers in business. Practical skill-building applications are emphasized throughout as the text progresses, from the most basic to more complex business math topics. Numerous problems and examples are taken from actual businesses. Self-check features such as end-of-section Concept Checks, end-of-chapter Bottom Lines, and end-of-chapter Review Problems enable students to test their understanding before advancing to other topics or completing assignments. CengageNOW offers an online homework solution option with fully algorithmic end-of-chapter problems students can use to drill again and again to build their math confidence.

## MANAGEMENT SCIENCE

### NEW EDITION

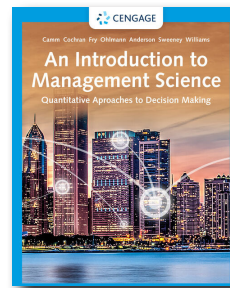
## AN INTRODUCTION TO MANAGEMENT SCIENCE, 16E

Quantitative Approaches to Decision Making

*Jeffrey D. Camm; James J. Cochran; Michael J. Fry, University of Cincinnati; Jeffrey W. Ohlmann, University of Iowa*

© 2023, 912pp, Hardback, 9780357715468

### WebAssign



Gain a strong understanding of the role of management science in the decision-making process while mastering the latest advantages of Microsoft® Office Excel® 365 with Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams' AN

INTRODUCTION TO MANAGEMENT SCIENCE: QUANTITATIVE APPROACHES TO DECISION MAKING, 16E. This market-leading edition uses a proven problem-scenario approach in a new full-color design as the authors introduce each quantitative technique within an application setting. You learn to apply the management science model to generate solutions and make recommendations for management. Updates clarify concept explanations while new vignettes and problems demonstrate concepts at work. All data sets, applications and screen visuals reflect the details of Excel® 365 to prepare you to work with the latest spreadsheet tools. In addition, WebAssign courseware demonstrates techniques with instant feedback, problem walk-throughs and step-by-step tutorials.

## SPREADSHEET MODELING & DECISION ANALYSIS, 9E

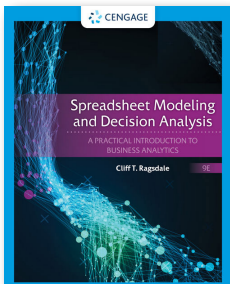
A Practical Introduction to Business Analytics

Cliff Ragsdale, *Virginia Polytechnic Institute and State University*

© 2022, 864pp, Hardback, 9780357132098

WebAssign

eBook



Master key spreadsheet and business analytics skills with SPREADSHEET MODELING AND DECISION ANALYSIS: A PRACTICAL INTRODUCTION TO BUSINESS ANALYTICS, 9E, written by respected business analytics innovator

Cliff Ragsdale. This edition's clear presentation, realistic examples, fascinating topics and valuable software provide everything you need to become proficient in today's most widely used business analytics techniques using the latest version of Excel® in Microsoft® Office 365 or Office 2019. Become skilled in the newest Excel functions as well as Analytic Solver® and Data Mining add-ins. This edition helps you develop both algebraic and spreadsheet modeling skills. Step-by-step instructions and annotated, full-color screen images make examples easy to follow and show you how to apply what you learn about descriptive, predictive and prescriptive analytics to real business situations. WebAssign online tools and author-created videos further strengthen understanding.

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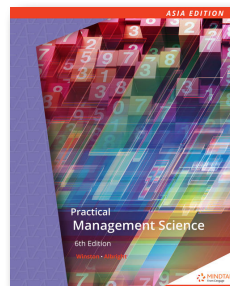
## AE PRACTICAL MANAGEMENT SCIENCE, 6E

Wayne L. Winston, *Indiana University, Kelley School of Business (Emeritus)*; S. Christian Albright, *Indiana University, School of Business (Emeritus)*

© 2019, 840pp, Paperback, 9789814834476

MindTap

AsiaTitle



Help students take full advantage of the power of spreadsheet modeling with the book geared entirely to Excel 2016 -- Winston/Albright's PRACTICAL MANAGEMENT SCIENCE, 6E. This book integrates modeling into all functional areas of business -- finance,

marketing, operations management -- using real examples and real data. Theory blends with applied, relevant learning for a solid foundation, followed by practical, hands-on exercises that emphasize the methodologies. The book focuses on modeling rather than algebraic formulations and memorization of particular models. New and updated cases help highlight the latest changes in the accompanying @RISK and PrecisionTree add-ins. Optimization chapters incorporates "BigPicture" diagrams of spreadsheet models, while a new chapter emphasizes data mining. In addition, almost 30 updated tutorial videos clarify concepts and work through examples.

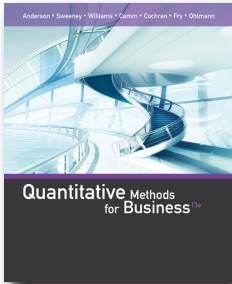
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## QUANTITATIVE METHODS FOR BUSINESS, 13E

*David R. Anderson, University of Cincinnati; Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology; Jeffrey D. Camm, University of Cincinnati*

© 2016, 936pp, Hardback, 9781285866314

### WebAssign eBook



Written with the non-mathematician in mind, **QUANTITATIVE METHODS FOR BUSINESS, 13E** by award-winning authors Anderson, Sweeney, Williams, Camm, Cochran, Fry, and Ohlmann equips your students with a strong conceptual

understanding of the critical role that quantitative methods play in today's decision-making process. This applications-oriented text clearly introduces current quantitative methods, how they work, and how savvy decision makers can most effectively apply and interpret data. A strong managerial orientation motivates learning by weaving relevant, real-world examples throughout. The authors' hallmark "Problem-Scenario Approach" helps readers understand and apply mathematical concepts and techniques. Instant online access provides students with Excel® worksheets, LINGO, and the Excel add-in Analytic Solver Platform. Using Microsoft Excel to develop spreadsheet simulation models, the thoroughly revised Chapter 16 explains how to construct a spreadsheet simulation model using only native Excel functionality.

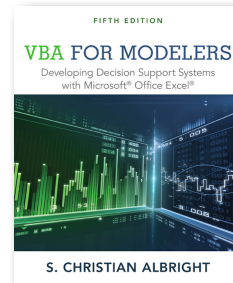
## VBA FOR MODELERS, 5E

Developing Decision Support Systems with Microsoft® Office Excel®

*S. Christian Albright, Indiana University, School of Business (Emeritus)*

© 2016, 736pp, Paperback, 9781285869612

### eBook



Help your students master both basic and advanced skills in Visual Basic for Applications (VBA), the programming language for Microsoft® Office, with this essential tool. Chris Albright's **VBA FOR MODELERS : DEVELOPING DECISION**

**SUPPORT SYSTEMS WITH MICROSOFT OFFICE EXCEL, 5E** provides everything you need to teach students how to automate common spreadsheet tasks as well as create the sophisticated management science applications needed in business today. The first half of the book introduces students to the fundamentals of VBA for Excel®. The second half puts knowledge into action as it illustrates how to automate a number of management science models using VBA. Students learn how to use applications to present a user-friendly interface for inputs and results. This new edition improves code readability, introduces PowerPivot and the Excel Data Model and demonstrates a new method to pass information between modules and user forms that avoids using global variables.

## MAKING HARD DECISIONS WITH DECISIONTOOLS, 3E

*Robert T. Clemen, Fuqua School of Business, Duke University;  
Terence Reilly, Babson College*

© 2014, 848pp, Hardback, 9780538797573

### eBook

MAKING HARD DECISIONS WITH DECISIONTOOLS® is a new edition of Bob Clemen's best-selling title, MAKING HARD DECISIONS. This straightforward book teaches the fundamental ideas of decision analysis, without an overly technical explanation of the mathematics used in decision analysis. This new version incorporates and implements the powerful DecisionTools® software by Palisade Corporation, the world's leading toolkit for risk and decision analysis. At the end of each chapter, topics are illustrated with step-by-step instructions for DecisionTools®. This new version makes the text more useful and relevant to students in business and engineering.

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## OPERATIONS MANAGEMENT

### NEW EDITION

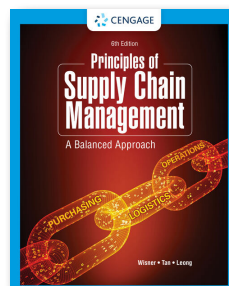
## PRINCIPLES OF SUPPLY CHAIN MANAGEMENT, 6E

A Balanced Approach

*Joel D. Wisner, University of Nevada, Las Vegas; Keah-Choon Tan, University of Nevada, Las Vegas; G. Keong Leong, University of Nevada, Las Vegas*

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### MindTap



Learn to effectively manage all supply chain activities with Wisner/Tan/Leong's PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH, 6E. This unique text discusses supply management from four perspectives: purchasing,

operations, logistics and process integration. This balanced approach varies significantly from other books that concentrate on only one area. Updates and new references highlight recent events, including supply chain challenges during the global pandemic. This edition follows the natural flow through the supply chain of trading partners as you examine how supply chain management impacts all areas and processes of the firm. You learn to address real concerns in both domestic and global supply chains as well-organized chapters demonstrate the practical applications of supply chain management in today's workplace. Updated profiles and interesting business examples demonstrate practices at work. MindTap digital resources are available to assist in mastering concepts.

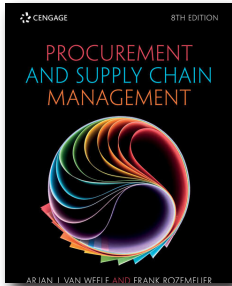
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## PROCUREMENT AND SUPPLY CHAIN MANAGEMENT, 8E

van Weele, Eindhoven University of Technology; Frank Rozemeijer, Maastricht University

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Now in its eighth edition, this trusted Procurement and Supply Chain Management text provides a complete introduction to the important principles underlying the subject area using a flexible managerial perspective. Fully updated and

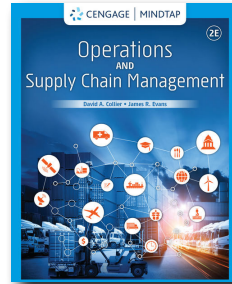
restructured to reflect contemporary thinking and practice, this highly respected textbook covers the latest developments in procurement and supply chain management with clear and well-structured content. Strong case studies that are relevant and engaging complement the content and bring the subject to life.

## OPERATIONS AND SUPPLY CHAIN MANAGEMENT, 2E

David Alan Collier, Florida Gulf Coast University; James R. Evans, Carl H. Lindner College of Business, University of Cincinnati

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### MindTap eBook



Gain a clear understanding of the fundamental concepts and applications behind operations and supply chain management with the reader-friendly approach in Collier/Evans' popular OPERATIONS AND SUPPLY CHAIN MANAGEMENT, 2E. The

authors present detailed, solved problems throughout this edition to illustrate key formulas and computations as you learn to complete both manual and digital calculations using Excel spreadsheet templates and other Excel models for optimization and simulation. Even more review questions, cases, experiential activities, problems and exercises as well as feature boxes teach you how to work with the latest operations management (OM) and supply chain management (SCM) concepts and tools. New content examines process analysis and resource utilization, analytics in OM, capacity measurement, applications of linear optimization and other critical OM and SCM topics. You can further your understanding with interactive digital resources and new algorithmic exercises within MindTap's complete learning applications.

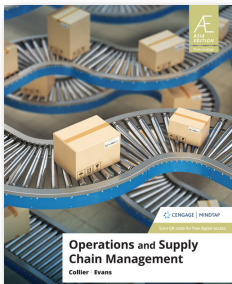
## AE OPERATIONS AND SUPPLY CHAIN MANAGEMENT

*David Alan Collier, Florida Gulf Coast University; James R. Evans, Carl H. Lindner College of Business, University of Cincinnati*

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MindTap

AsiaTitle



Operations and Supply Chain Management offers a comprehensive introduction to the field of operations management. With a focus on readability and practical examples rather than mathematical rigor, this book is suitable for any business students to help

them understand how operations management drives company success. Practical, real examples are used to illustrate important concepts and processes. Case study at the end of each chapter allows students apply what they have learned to the real world. MindTap is the online learning platform that includes a variety of assignable quizzes and homework problems to maximize student learning.

## AE PURCHASING & SUPPLY CHAIN MANAGEMENT, 7E

*Robert M. Monczka, Arizona State University; Robert B. Handfield, North Carolina State University; Larry C. Giunipero, Florida State University; James L. Patterson, Western Illinois University*

© 2020, 800pp, Paperback, 9789814922821

AsiaTitle



Present the most current, complete coverage of today's supply management process from a managerial perspective with Monczka/Handfield/Giunipero/Patterson's PURCHASING AND SUPPLY CHAIN MANAGEMENT, 7E. This edition draws from the

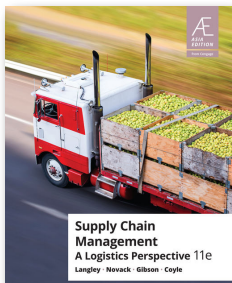
authors' extensive first-hand experiences and relationships with executives and practitioners worldwide to highlight critical developments in the field. Students examine recent advancements in supply chain fraud management, artificial intelligence, analytics, procurement automation and robotic process automation. New content also discusses supply chain fraud management and mitigation, emerging technology in real-time supply chain control towers, use of blockchain and the creation of Centers of Excellence. In addition, numerous real cases and memorable examples provide contextual insights into the strategies, processes and practices of supply management. A digital support packages helps you further emphasize the impact of purchasing and supply chain management on an organization's competitive success and profitability.

## AE SUPPLY CHAIN MANAGEMENT: A LOGISTICS PERSPECTIVE, 11E

*C. John Langley, Jr., Pennsylvania State University; Robert A. Novack, Penn State University; Brian J. Gibson, Auburn University; John J. Coyle, Penn State University*

© 2020, 656pp, Paperback, 9789814922838

**AsiaTitle**



Blend logistics theory with practical applications as you offer students a refined focus on the supply chain approach with Langley/Novack/Gibson/Coyle's **SUPPLY CHAIN MANAGEMENT: A LOGISTICS PERSPECTIVE, 11E**. This

digital edition highlights emerging issues, technology developments, and global changes in today's constantly evolving field of supply chain management. Updates examine significant changes in business environments and their impact on the success of supply chains. New coverage emphasizes recent supply chain technology, e-commerce and omni-channel supply chains, changes in transportation and pricing, warehousing, and impacts on future designs of supply chains. Updated profiles introduce chapter topics using real companies and familiar people and events, while updated "On the Line" features and short cases provide hands-on managerial experience. Revised technology features emphasize the latest advancements in supply chain management and logistics practices throughout the world. A complete support package further reinforces your instruction.

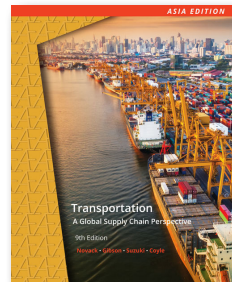
## AE TRANSPORTATION: A GLOBAL SUPPLY CHAIN PERSPECTIVE, 9E

*Robert A. Novack, Penn State University; Brian Gibson, Auburn University; Edward J. Bardi, University of Toledo*

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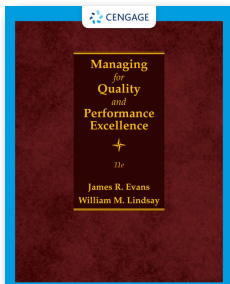
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*James R. Evans, Carl H. Lindner College of Business, University of Cincinnati; William M. Lindsay, Professor Emeritus of Management, Northern Kentucky University*

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MANAGING FOR QUALITY AND PERFORMANCE EXCELLENCE, 11E helps you learn on your terms. This edition presents the latest developments in the field as you examine fundamental principles, criteria and the historic underpinnings of total

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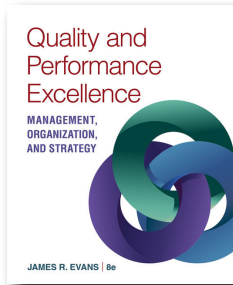
intricacies of quality management. Built upon the strength and proven experience of well-known authors and examiners for the Malcolm Baldrige Award, this text presents the fundamental principles and historical foundations of total quality with an emphasis on high-performance management practices. It offers unrivaled coverage of ISO 9000 certification standards, Six Sigma, and the U.S. Malcolm Baldrige National Quality Award standards. A wealth of firsthand, current examples from leading organizations emphasize the practical aspects of the book's managerial focus as well as the technical topics that students are learning. Coverage of most of the Body of Knowledge required for ASQ certification helps you effectively prepare students to become Certified Quality Managers.

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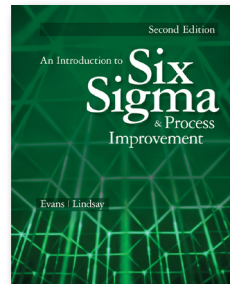
relevant, real-world examples, the text thoroughly illustrates how these principles and methods have been put into effect in a variety of organizations. It also highlights the relationship between basic principles and the popular theories and models studied in management courses. The eighth edition reflects the 2015-16 Baldrige criteria and includes new boxed features, experiential exercises, and up-to-date case studies that give you practical experience working with real-world issues. Many cases focus on large and small companies in manufacturing and service industries in North and South America, Europe, and Asia-Pacific. In addition, chapters now open with a “Performance Excellence Profile” highlighting a recent Baldrige recipient.

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Six Sigma has taken the corporate world by storm and represents the thrust of numerous efforts in manufacturing and service organizations to improve products, services, and processes. Although Six Sigma brings a new direction to quality and

productivity improvement, its underlying tools and philosophy are grounded in the fundamental principles of total quality and continuous improvement that have been used for many decades. Nevertheless, Six Sigma has brought a renewed interest in quality and improvement that few can argue with, and has kept alive the principles of total quality developed in the latter part of the 20th Century. **AN INTRODUCTION TO SIX SIGMA AND PROCESS IMPROVEMENT, 2e** shows students the essence and basics of Six Sigma, as well as how Six Sigma has brought a renewed interest in the principles of total quality to cutting-edge businesses.

# Notes

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