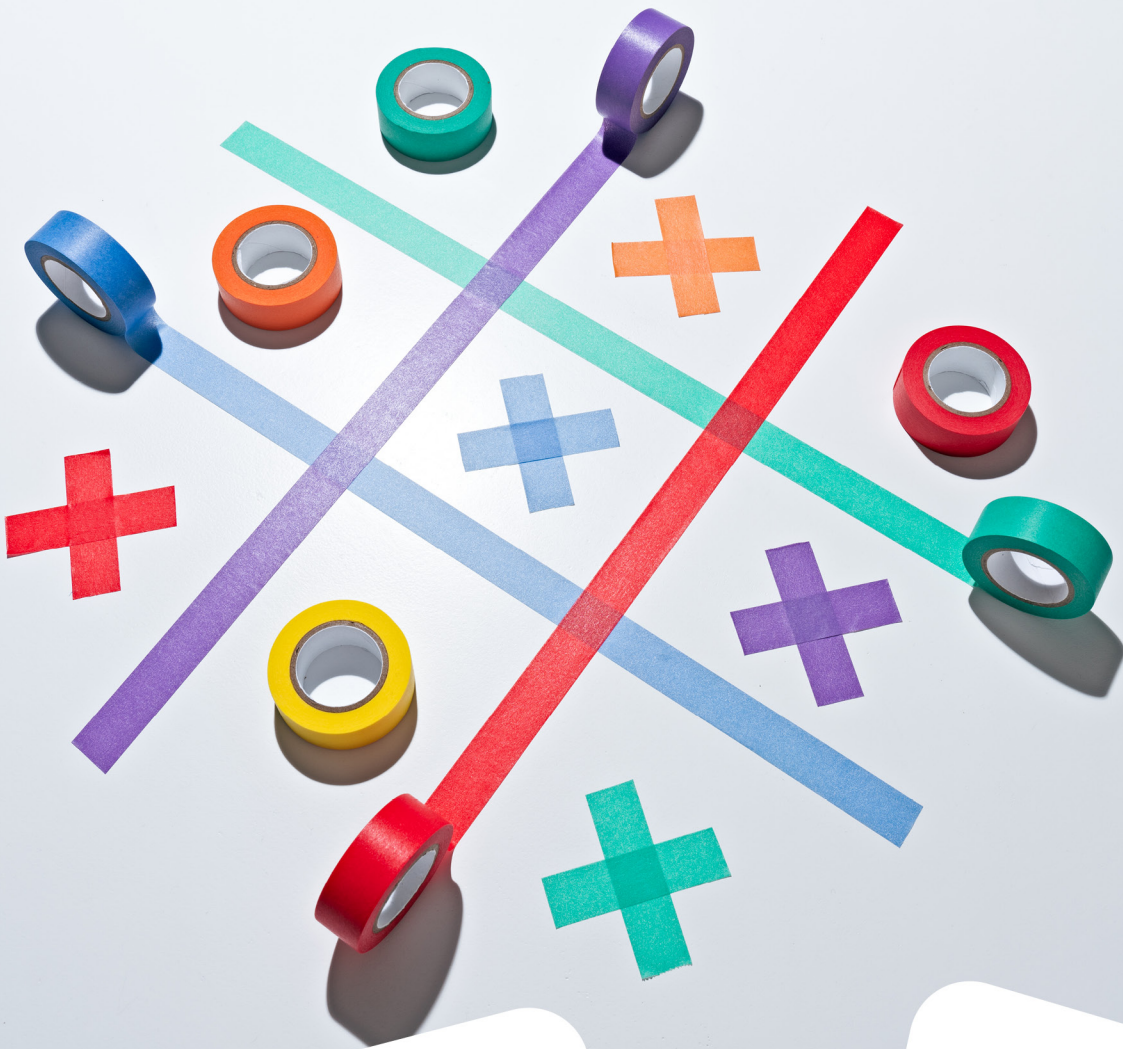


# Decision Sciences

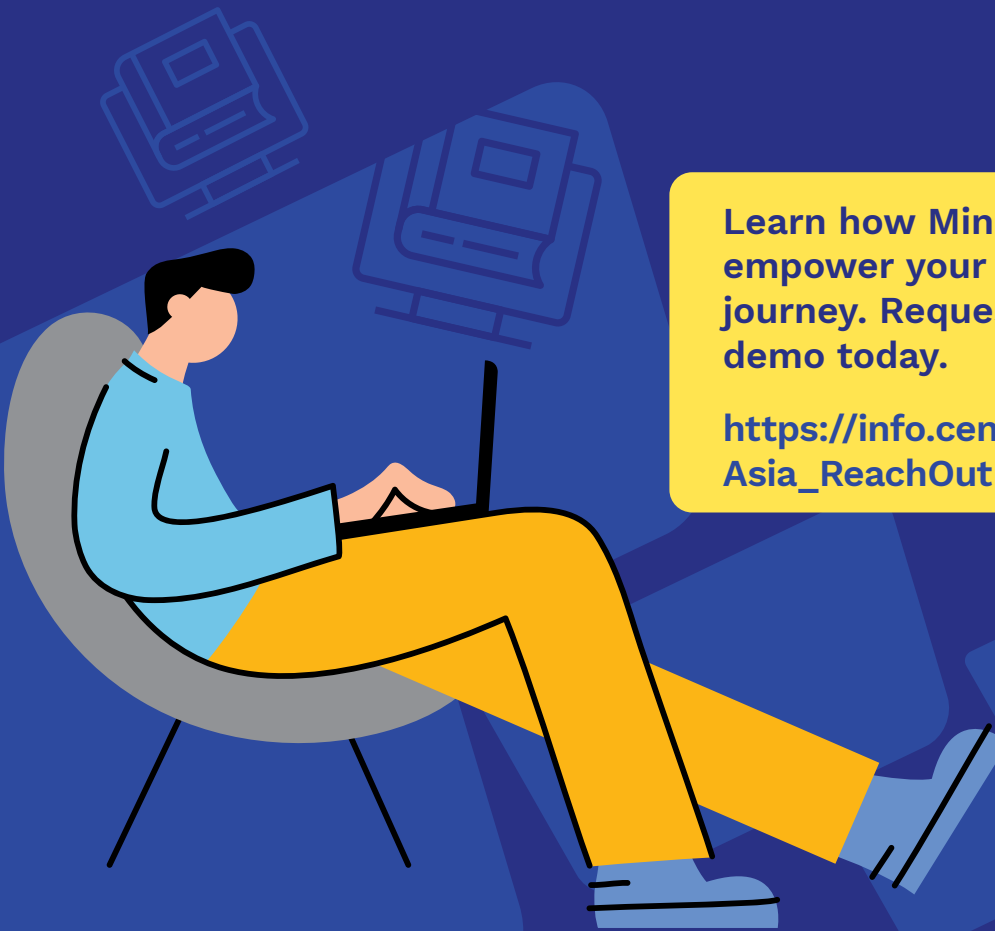




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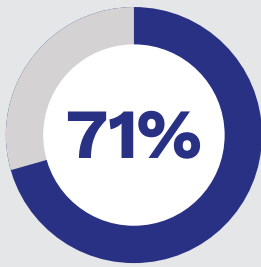
An illustration of a person with dark hair, wearing a light blue long-sleeved shirt and yellow pants, sitting in a grey armchair and using a laptop. The background is dark blue with faint, stylized outlines of computer monitors and books. A small potted plant with green leaves and a red and orange striped pot is in the bottom right corner. A black mouse cursor arrow points towards the bottom right of the yellow box.

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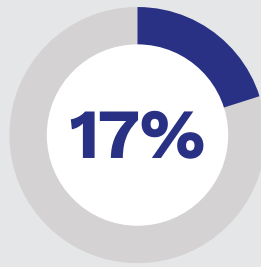
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## Student Reviews

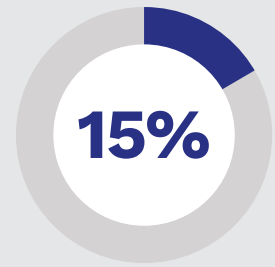
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# DECISION SCIENCES

## BUSINESS ANALYTICS

### NEW EDITION

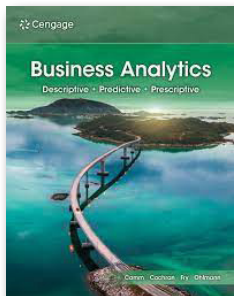
#### BUSINESS ANALYTICS, 5E

Exploring and Explaining with Data

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

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Present the full range of analytics -- from descriptive and predictive to prescriptive analytics -- with Camm/Cochran/Fry/Ohlmann's market-leading BUSINESS ANALYTICS, 5E. Clear, step-by-step instructions teach students how to use Excel, Tableau, R or the

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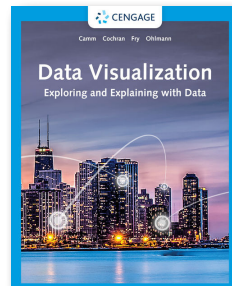
#### DATA VISUALIZATION

Exploring and Explaining with Data

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**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, Wake Forest University;*  
*James J. Cochran, University of Alabama;*  
*Michael J. Fry, University of Cincinnati;*  
*Jeffrey W. Ohlmann, University of Iowa*

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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.

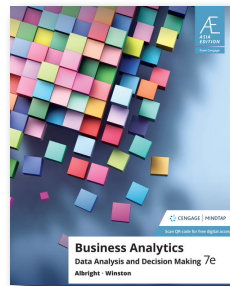
## AE BUSINESS ANALYTICS: DATA ANALYSIS & DECISION MAKING, 7E

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

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MindTap

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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

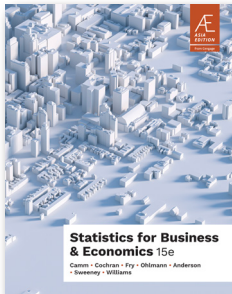
### NEW EDITION

#### AE STATISTICS FOR BUSINESS AND ECONOMICS, 15E

*Jeffrey D. Camm, Wake Forest University;  
James J. Cochran, University of Alabama;  
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David R. Anderson, University of Cincinnati;  
Dennis J. Sweeney, University of Cincinnati;  
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proven problem-scenario approach and meaningful applications that demonstrate how statistical information impacts business decisions. More than 350 real and updated business examples, new and relevant cases and hands-on exercises present the latest statistical data and business information with unwavering accuracy. Step-by-step instructions for Excel®, the latest JMP® Student Edition and R guide students in using this business software for data analysis. WebAssign allows you to deliver your course using online activities, secure testing, an eBook and student study resources.

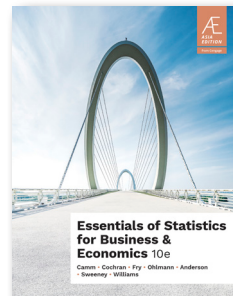
### NEW EDITION

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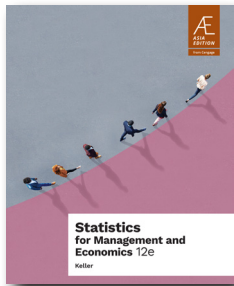
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# AE STATISTICS FOR MANAGEMENT AND ECONOMICS 12E

Gerald Keller, Wilfrid Laurier University

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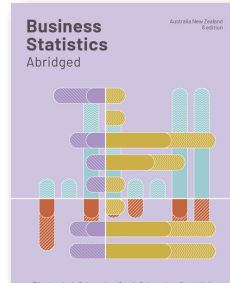
edition emphasizes applications over calculations. A unique three-step "ICI" approach to problem solving teaches you how to "identify" the correct statistical technique by focusing on the problem objective and data type; "compute" the statistics by hand or using Excel® XLSTAT or STATA®; and, finally, "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.

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

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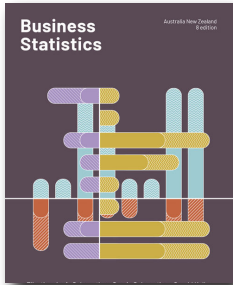


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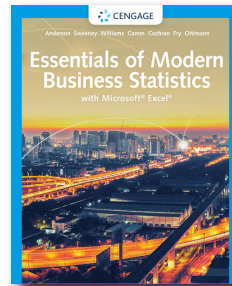
data analysis is the backbone of sound business decision making, and finding the right tool to analyse a particular business problem is the key. The book shows you how to analyse data by focusing on the kind of problem you face, the type of data involved and the appropriate technique for solving the 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

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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®

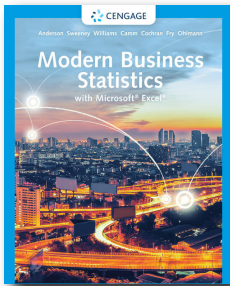
Excel®. This best-selling, essentials edition clearly develops each statistical technique in an application setting. You learn to master statistical methodology with an easy-to-follow presentation of a statistical procedure followed by a discussion of how to use Excel® 2019 to perform the procedure. 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.

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

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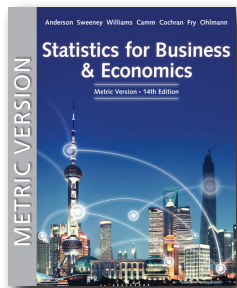
reader-friendly approach helps you overcome any math anxiety and confidently master mathematical concepts. A proven step-by-step instructional model allows you to progress through one topic at a time without being intimidated or overwhelmed. Learning features connect the topics you're learning to the 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*

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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,

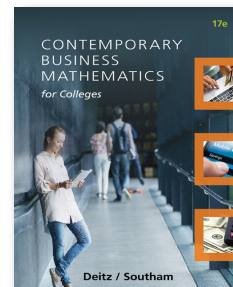
Metric Edition, connects concepts in each chapter to real-world practice. This edition delivers sound statistical methodology, a proven problem-scenario approach and meaningful applications that reflect the latest developments in business and statistics today. More than 350 new and proven real business 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.

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

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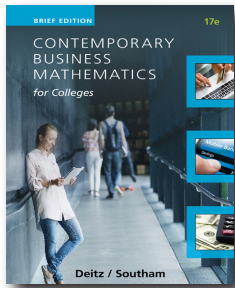
Presenting a basic, arithmetic-based approach, **CONTEMPORARY BUSINESS MATHEMATICS FOR COLLEGES**, 17E uses step-by-step development of concepts, hands-on practice exercises, and real-world application of

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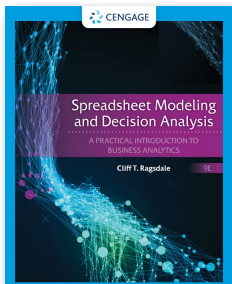
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A Practical Introduction to Business Analytics

Cliff Ragsdale, *Virginia Polytechnic Institute and State University*

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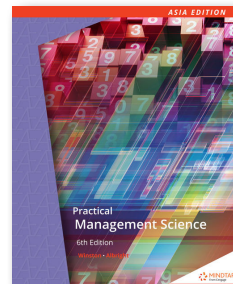
## AE PRACTICAL MANAGEMENT SCIENCE, 6E

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

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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.

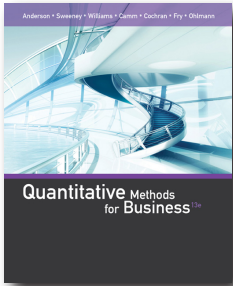


## QUANTITATIVE METHODS FOR BUSINESS, 13E

*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*

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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

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## MAKING HARD DECISIONS WITH DECISIONTOOLS, 3E

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

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**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

#### TRANSPORTATION, 10E

A Global Supply Chain Perspective

*Robert A. Novack, Penn State University;*

*Brian Gibson, Auburn University;*

*Yoshinori Suzuki; John J. Coyle, Penn State University*

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### eBook



Introduce students to what is arguably the most critical and complex component of global supply chains with Novack/Gibson/Suzuki's **TRANSPORTATION: A GLOBAL SUPPLY CHAIN PERSPECTIVE, 10E**.

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### NEW EDITION

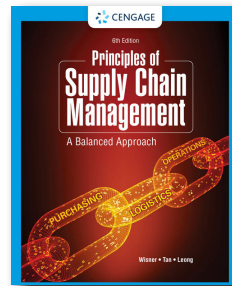
#### PRINCIPLES OF SUPPLY CHAIN MANAGEMENT, 6E

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



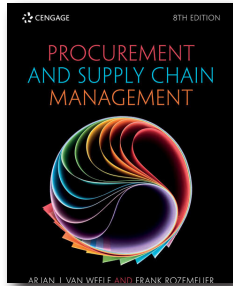
Learn to effectively manage all supply chain activities with Wisner/Tan/Leong's **PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH, 6E**. This unique text discusses supply management from four perspectives: purchasing,

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.

## PROCUREMENT AND SUPPLY CHAIN MANAGEMENT, 8E

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

© 2022, 420pp, Paperback, 9781473779112



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.

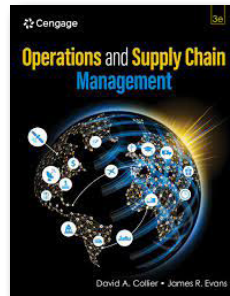
## NEW EDITION

## OPERATIONS AND SUPPLY CHAIN MANAGEMENT, 3E

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

© 2024, 700pp, Hardback, 9780357901649

## MindTap eBook



Present the fundamental concepts and today's applications of operations (OM) and supply chain management (SCM) with OPERATIONS AND SUPPLY CHAIN MANAGEMENT, 3E by award-winning authors Collier and Evans. This

edition provides balanced coverage of both manufacturing and service businesses with updates, recent developments and new concepts that highlight the latest changes in OM and SCM. This edition clearly explains concepts while using contemporary practical examples ideal for business students, updated boxed features and new and updated case studies. Discussions highlight new concepts and new Excel techniques and digital tools, while solved problems illustrate key formulas and computations. MindTap online learning platform is also available to support both manual calculations and the use of Excel spreadsheet templates and models.

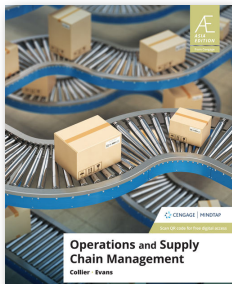
## AE OPERATIONS AND SUPPLY CHAIN MANAGEMENT

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

© 2020, 448pp, Paperback, 9789814878166

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

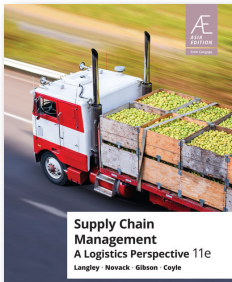
authors' extensive first-hand experiences and relationships with executives and practitioners worldwide to highlight critical developments in the field. Students examine recent advancements in supply chain fraud management, artificial intelligence, analytics, procurement automation and robotic process 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.

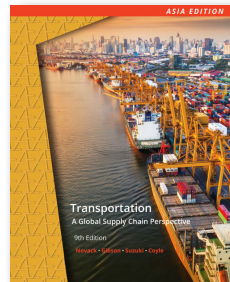
## AE TRANSPORTATION: A GLOBAL SUPPLY CHAIN PERSPECTIVE, 9E

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

© 2019, 516pp, Paperback, 9789814834667

**eBook**

**AsiaTitle**



Equip students with an understanding of what may be the most critical and complex component of global supply chains with **TRANSPORTATION: A SUPPLY CHAIN PERSPECTIVE, 9E**. Comprehensive coverage and a managerial approach

highlight the importance of transportation in companies and society. Students examine the framework for transportation from a micro and macro perspective. They review the theoretical and managerial dimensions of transportation in supply chains, including regulation and public policy, as they overview operations, service and cost structure. The authors spotlight transportation management issues with insights into strategic challenges in the movement of goods through the supply chain. New readings, cases, and examples emphasize global topics with new coverage of hard and soft technology and expanded discussions of fuel, energy, managerial, economic, and environmental issues.

## PROJECT MANAGEMENT

### NEW EDITION

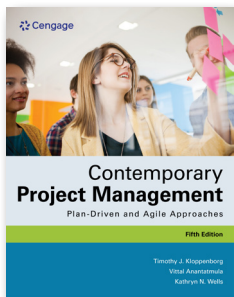
### CONTEMPORARY PROJECT MANAGEMENT, 5E

Plan-Driven and Agile Approaches

*Timothy Kloppenborg, Xavier University; Vittal S. Anantatmula, College of Business, Western Carolina University; Kathryn ("Kate") Wells, Tecnológico de Monterrey campuses in Guadalajara and Querétaro, Mexico*

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Master the proven, traditional methods in project management as well as the latest agile practices with Kloppenborg/Anantatmula/Wells' CONTEMPORARY PROJECT MANAGEMENT, 5E. This edition presents project management

techniques and expert examples drawn from successful practice and the latest research. All content reflects the knowledge areas and processes of the 6th edition of the PMBOK® Guide as well as the domains and principles of the 7th edition of the PMBOK® Guide. The book's focused approach helps you build a strong portfolio to showcase project management skills. New features, glossary and an integrated case highlight agile practices, mindset and techniques, while PMP®-style questions prepare you for the new 2021 PMP® certification exam. You also learn to use Microsoft® Project to automate processes. Gain the expertise you need to become a Certified Associate in Project Management (CAPM®) or Certified Project Management Professional (PMP®) with this edition and MindTap digital resources.

### AE SUCCESSFUL PROJECT MANAGEMENT, 7E

*Jack Gido, Pennsylvania State University; James P. Clements, Clemson University*

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Teach students how to work successfully in today's project management environment with Gido/Clements/Baker's SUCCESSFUL PROJECT MANAGEMENT, 7E. This best-selling text details how to organize and manage project teams -- from

planning and scheduling to cost management. Revised chapters align with PMBOK (Project Management Body of Knowledge) to ensure best practices. The book covers project constraints, stakeholder issues, the project charter, and how projects support an organization's strategic plan. Learning features reinforce concepts critical to project management success. Students practice effective communication while new cases inspire discussion and debate, and new real-world vignettes demonstrate how to apply concepts in the workplace. New MindTap® digital resources enhance each chapter with videos, quizzes, and case animations. Students also work with today's popular Microsoft® Project 2016. Find everything your students need to manage projects effectively in business today.



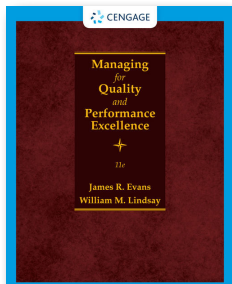
## TOTAL QUALITY MANAGEMENT

### MANAGING FOR QUALITY AND PERFORMANCE EXCELLENCE, 11E

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

© 2020, 752pp, Hardback, 9780357442036

#### eBook



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

quality. The authors provide a solid foundation for understanding and applying technical tools and performance excellence from an enterprise perspective. This digital resource gives you the flexibility to highlight key text, add notes and create custom flashcards. When it's time to study, everything that has been flagged or noted can be gathered into an easily accessible guide. The Readspeaker feature reads text aloud, so you can learn on the go, wherever you are.

### AE MANAGING FOR QUALITY AND PERFORMANCE EXCELLENCE, 10E

*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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The definitive market leader and authoritative educational reference, MANAGING FOR QUALITY AND PERFORMANCE EXCELLENCE, 10e delivers unmatched coverage and insightful comparisons that guide students through the

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.

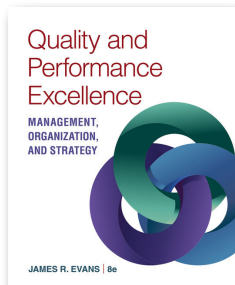


## QUALITY & PERFORMANCE EXCELLENCE, 8E

James R. Evans, Carl H. Lindner College of Business, University of Cincinnati

© 2017, 496pp, Paperback, 9781305662223

### eBook



Delivering cutting-edge coverage that includes the latest thinking and practices from the field, **QUALITY AND PERFORMANCE EXCELLENCE, 8e** presents the basic principles and tools associated with quality and performance excellence. Packed with

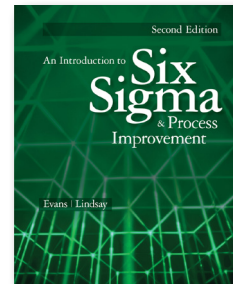
relevant, real-world examples, the text thoroughly illustrates how these principles and methods have been put into effect in a variety of organizations. It also highlights the relationship between basic principles and the popular theories and models studied in management courses. The eighth edition reflects 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.

## AN INTRODUCTION TO SIX SIGMA AND PROCESS IMPROVEMENT, 2E

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

© 2015, 368pp, Paperback, 9781133604587

### eBook



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

# Notes



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