

by human experience. Looking carefully at contemporary neuroscience, it is hard not to notice that the new way of talking about the brain mirrors the management discourse of the neo-liberal capitalist world in which we now live, with its talk of decentralization, networks, and flexibility. Consciously or unconsciously, science cannot but echo the world in which it takes place. In the neo-liberal world, plasticity can be equated with flexibility—a term that has become a buzzword in economics and management theory. The plastic brain would thus represent just another style of power, which, although less centralized, is still a means of control. In this book, Catherine Malabou develops a second, more radical meaning for plasticity. Not only does plasticity allow our brains to adapt to existing circumstances, it opens a margin of freedom to intervene, to change those very circumstances. Such an understanding opens up a newly transformative aspect of the neurosciences. In insisting on this proximity between the neurosciences and the social sciences, Malabou applies to the brain Marx's well-known phrase about history: people make their own brains, but they do not know it. This book is a summons to such knowledge. Our economy and future way of life depend on how well American manufacturing managers adapt to the dynamic, globally competitive landscape and evolve their firms to keep pace. A major challenge is how to structure the firms environment so that it attains the speed and low cost of high-volume flow lines while retaining the flexibility and customization potential of a low-volume job shop. The book's three parts are organized according to three categories of skills required by managers and engineers: basics, intuition, and synthesis. Part I reviews traditional operations management techniques and identifies the necessary components of the science of manufacturing. Part II presents the core concepts of the book, beginning with the structure of the science of manufacturing and a discussion of the systems approach to problem solving.

Other topics include behavioral tendencies of manufacturing plants, push and pull production systems, the human element in operations management, and the relationship between quality and operations. Chapter conclusions include main points and observations framed as manufacturing laws. In Part III, the lessons of Part I and the laws of Part II are applied to address specific manufacturing management issues in detail. The authors compare and contrast common problems, including shop floor control, long-range aggregate planning, workforce planning and capacity management. A main focus in Part III is to help readers visualize how general concepts in Part II can be applied to specific problems. Written for both engineering and management students, the authors demonstrate the effectiveness of a rule-based and data driven approach to operations planning and control. They advance an organized framework from which to evaluate management practices and develop useful intuition about manufacturing systems. Nahmias and Olsen skillfully blend comprehensive coverage of topics with careful integration of mathematics. The authors' decades of experience in the field contributed to the success of previous editions; the eighth edition continues the long tradition of excellence. Clearly written, reasonably priced, with an abundance of expertly formulated practice problems and updated examples, this textbook is essential reading for analyzing and improving all facets of operations. Some of the material in the newest edition has been reorganized. For example, the first chapter introduces service strategy, the product/process matrix and flexible manufacturing systems, benchmarking, the productivity frontier, the innovation curve, and lean production as a strategy. The focus is slightly more international. The analysis of capacity growth planning now appears in the chapter on supply chain analytics. Aggregate planning details were added to chapter 3, including chase and level strategies in an appendix to the chapter. There is an expanded

discussion on risk pooling in the chapter on supply chain strategy. The mechanics behind lean production are included in the chapter on push and pull production systems. The chapter on quality and assurance downplays sampling in favor of discussions of quality management, process capability, and the waste elimination side of lean. The separate chapter on facilities layout and location was eliminated and the information redistributed throughout the text. The authors reinforce the learning process through key points at the beginning of each chapter to guide the reader, snapshots that provide useful examples of applications to businesses, and historical notes that provide a context for the topics discussed. Production and Operations Analytics, 8/e provides the tools for adapting to the dynamic global marketplace. Production and Operations Analysis, 6/e by Steven Nahmias provides a survey of the analytical methods used to support the functions of production and operations management. This latest edition maintains the focus on continual process improvement while enhancing the technical content of the book. Both analytical methods centered on factory and service processes, as well as process issues across the supply chain, are included. As always, the text presents the most cutting-edge quantitative models used in operations in a clear, accessible manner. While the familiar structure and organization of the text remains the same as previous editions, the current edition includes several new topics aimed at enhancing the technical content of the book. This text provides a survey of the analytical methods used to support the functions of production and operations management. This latest edition continues to bring the most thorough coverage of cutting-edge quantitative models used in operations, while presenting it in a clean, easy to understand fashion. There are many new problems both solved and unsolved for students to comprehend the quantitative material of the book. Furthermore, we have enhanced the technology package of this book to have

more applied learning of concepts and skills for students. Lastly, technology, such as the internet, ecommerce, etc has been added to reflect the changes in how business is conducted. This text reflects Steve Nahmias' extensive teaching background and experience in both business and engineering schools. .

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