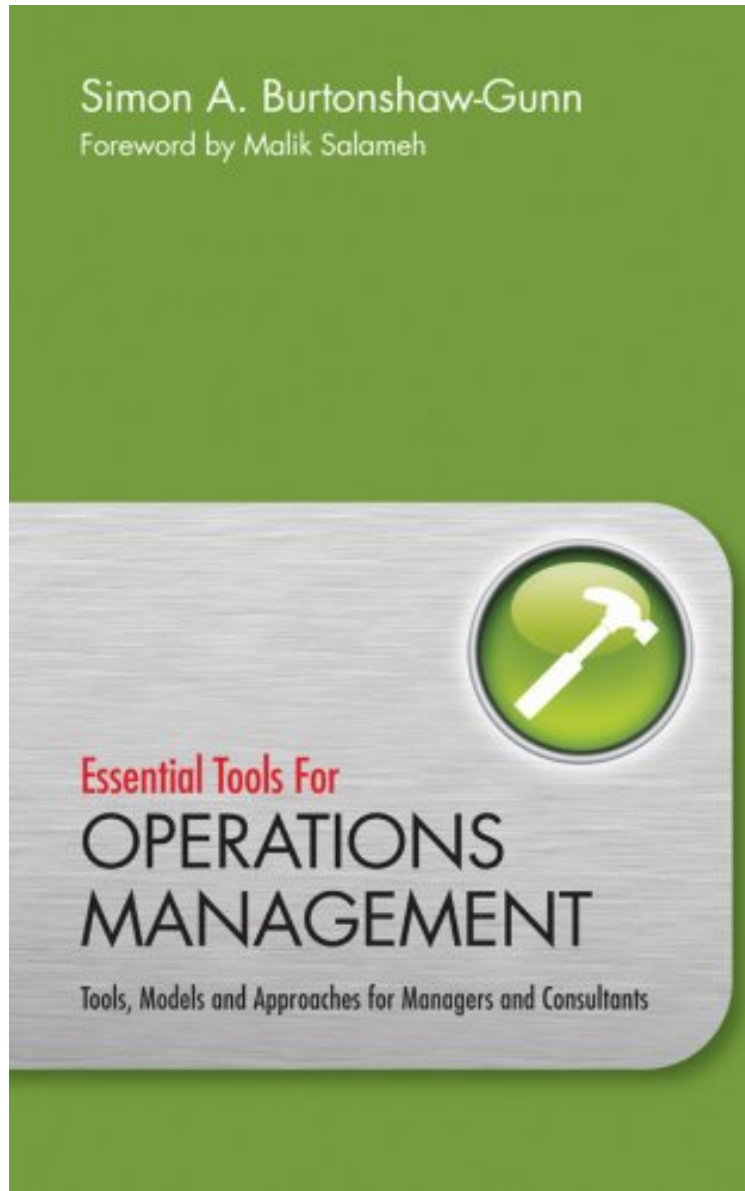


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## Essential Tools for Operations Management: Tools, Models and Approaches for Managers and Consultants

*Simon Burtonshaw-Gunn*

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From the Inside FlapThis is a one-stop-shop for improving operations management. Covering: Business Planning Product Development Marketing Supply Chain Management Customer Relationship Management Simon Burtonshaw-Gunn provides a definitive list of tools and techniques in each area. Each process is accompanied by a clear, jargon-free description, and an overview of its strengths and weaknesses. The book is also packed with links and references to a wide range of further management resources. Essential Tools for Operations Management is an invaluable resource which yoursquo;ll want to refer to again and again.From the Back CoverEfficient and effective operations hold the key to success for any organization. Over the years, a plethora of tools and techniques has been developed to help managers and consultants improve their operations. Yet, with so many available, it can be hard to know which one will work best for you. Essential Tools for Operations Management helps you navigate this complexity, providing a range of processes, ranging from business plans to customer relationship management. Packed with diagrams, strategies, guidance and further resources, this is a book yoursquo;ll want to refer to over and over again. For further tips and features, visit the website [www.essentialtoolsseries.com](http://www.essentialtoolsseries.com).About the AuthorProfessor Simon A. Burtonshaw-Gunn is a practising management consultant with significant experience in both the public and private sectors covering a range of organizations and industries. He has undertaken assignments in Asia, North Africa, the Middle and Far East, and Eastern Europe. To support this experience he holds two Masters degrees and a PhD in various strategic management topics together with fellowship of four professional bodies. This book follows the popular The Essential Management Toolbox (John Wiley Sons, 2008).