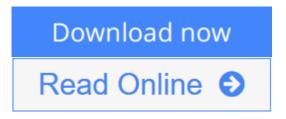


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By B. Mahadevan



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## **Operation Management: Theory and Practice By B. Mahadevan Bibliography**

- Sales Rank: #10090482 in Books
- Published on: 2009-05-25
- Original language: English
- Number of items: 1
- Dimensions: 10.90" h x .90" w x 8.48" l, 1.10 pounds
- Binding: Paperback
- 612 pages

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**B. Mahadevan** is a professor at the Indian Institute of Management Bangalore and also Chief Editor of *The IIMB Management Review*. He received his M.Tech. and Ph.D. from the Indian Institute of Technology Madras. Dr Mahadevan has taught production and operations management for more than 15 years and has done extensive consulting and research in various aspects of operations management. He was conferred the *¿*ICFAI Best Teacher*¿* award by the Association of Indian Management Schools in 2005. Several of his research findings have been published in leading international journals like the *California Management Review, European Journal of Operational Research, and International Journal of Production Research*. He is also in the editorial board of journals like the *Production and Operations Management Journal (USA) and International Journal of Six Sigma and Competitive Advantage (UK)*. His interests include design of software for manufacturing system design and supply chain management issues in e-markets.

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