



Matching Supply with Demand: An Introduction to Operations Management

Gerard Cachon, Christian Terwiesch

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Gerard Cachon and Christian Terwiesch, *Matching Supply with Demand: An Introduction to Operations Management*, 3e is the most authoritative, cutting-edge book for operations management MBAs. The book demands rigorous analysis on the part of students without requiring consistent use of sophisticated mathematical modeling to perform it. When the use of quantitative tools or formal modeling is indicated, it is only to perform the necessary analysis needed to inform and support a practical business solution.

The guiding principle in the development of *Matching Supply with Demand* has been “real operations, real solutions.” “Real operations” means that most of the chapters in this book are written from the perspective of a specific company so that the material in this text will come to life by discussing it in a real-world context. “Real solutions” means that equations and models do not merely provide students with mathematical gymnastics for the sake of an intellectual exercise.

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