

(continued from front flap)

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SRIRAM DASU, associate professor at the Marshall School of Business, University of Southern California, has written numerous articles on operations management and continues to publish in leading academic and professional journals nationwide.



RICHARD B. CHASE, Justin Dart Professor Emeritus, Marshall School of Business, University of Southern California, is the coauthor of *Operations and Supply Chain Management*, which sold over a million copies and is now in its thirteenth edition, having been translated into 12 languages. He's widely acknowledged as one of the founders of the Service Operations Management field.

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