

# Pearson Arab World Editions

*Heizer, Render and Al-Zu'bi:*

## Operations Management

Here at Pearson, our years of experience have shown us that the most effective learning resources are those that are relevant and contextualised to those using them. That is why we have created the Arab World Editions collection – a series of textbooks that take the world's best in academic publishing, and adapt it to fit with the specialised needs of Arab educators and learners, resulting in powerful and dynamic educational experiences for learners across the region.

From this collection comes Heizer and Render's *Operations Management*, adapted by Zu'bi Al-Zu'bi, an exclusively designed text that gives Arab students a balanced view of the discipline and its direct application to business, in the Arab region and beyond. The adapting author has placed special focus on those industries familiar to local learners, while still discussing aspects of global business which are essential to a well-rounded understanding of Operations Management.

The Arab World Edition of *Operations Management* also includes a host of features developed to provide stimulating and engaging learning for Arab students, including:

- Case studies taken from across the Arab world.
- An English-Arabic glossary containing explanations of key Operations Management terms and concepts.
- A Rapid Review summarising the concepts and terms learnt in each chapter.
- A Self-Test based on the Learning Objectives of each chapter.
- Exercises, figures, applied examples, and insightful comments from the authors on key concepts.



Tailored to business realities of the Arab world, and covering both qualitative and quantitative aspects of the discipline, this new text is an essential companion to any educator or student of Operations Management in the Arab World.

For more information about Arab World Edition of Heizer and Render's/*Operations Management*, visit [www.pearsonmiddleeastawe.com/](http://www.pearsonmiddleeastawe.com/)



This book is accompanied by adapted PowerPoint slides, Instructor Manual, test bank generator and an online tutorial and homework system,

**MyOMLab®**