

# CHOICE

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SOCIAL & BEHAVIORAL SCIENCES

Business, Management & Labor

Colleen Lanick, Publicity Manager  
MIT Press  
55 Hayward St

Cambridge, MA 02142-1315

*The following review appeared in the March 2011 issue of CHOICE:*

48-3963

HD38

2010-8700 CIP

Simchi-Levi, David. **Operations rules: delivering customer value through flexible operations.** MIT, 2010. 239p index  
afp ISBN 9780262014748, \$29.95

A company's differentiator is the hook that draws customers to its product or service offerings. However, a company's differentiator is just the tip of the iceberg in its competition with industry rivals. The current book's focus is on the "bottom" of the iceberg--the less visible and the disproportionately less glamorous part of business. Simchi-Levi (engineering, MIT, and an acknowledged authority in his field) makes a plausible case for having a well-defined operations strategy: the "bottom" of the iceberg. His basic tenet--maintaining operational flexibility--is nothing new and has been covered extensively before. What sets this book apart is the compelling logic behind key decisions in supply chain management and operations as well as the myriad vignettes of companies that exemplify these practices. These vignettes reiterate the author's contention repeatedly: handling the mundane aspects of logistics and operations very well and linking these aspects to the company's overall strategy brings success. The book is chock-full of useful tips, rules, and models that business people can implement immediately. Therein lies the book's true value. **Summing Up:** Recommended. Corporate and practitioner business collections. -- R.  
*Subramanian, Montclair State University*