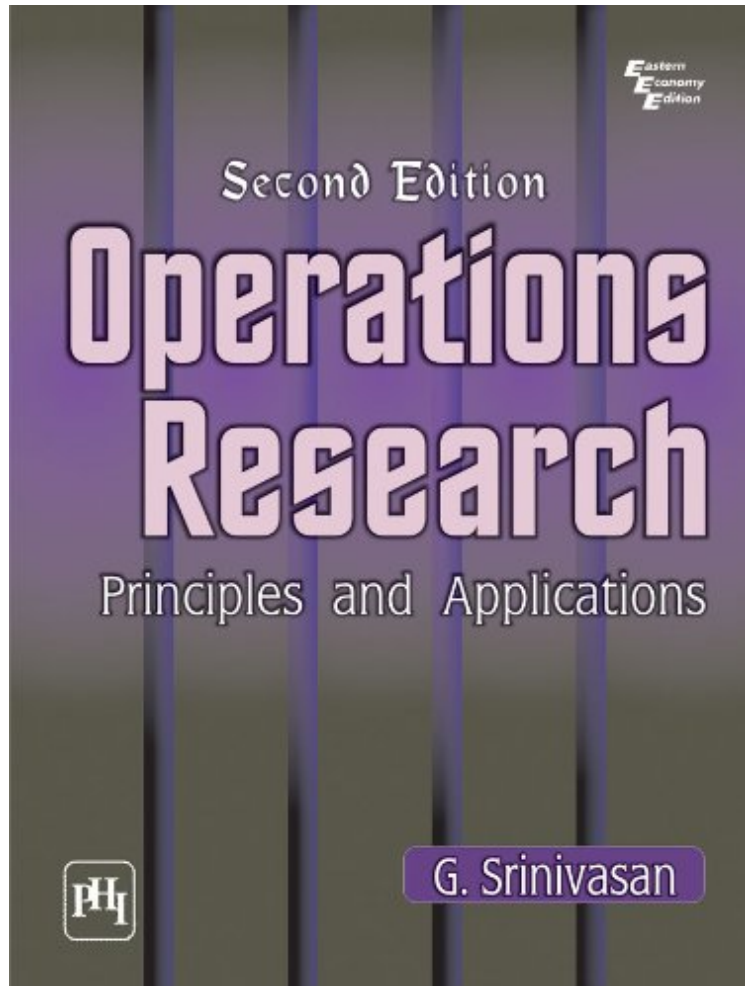


# OPERATIONS RESEARCH : PRINCIPLES AND APPLICATIONS

*G. Srinivasan*

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About the AuthorG. Srinivasan, Ph.D. (IIT Madras), is Professor, Department of Management Studies, Indian Institute of Technology Madras. A member of the Society of Operations Management (India), Dr. Srinivasan has contributed several research papers to international journals and conferences. Besides the present book, he has also authored a book on Quantitative Models in Operations and Supply Chain Management, published by PHI Learning. His areas of research interest include Operations Research, Production and Operations Management, and Supply Chain Management.