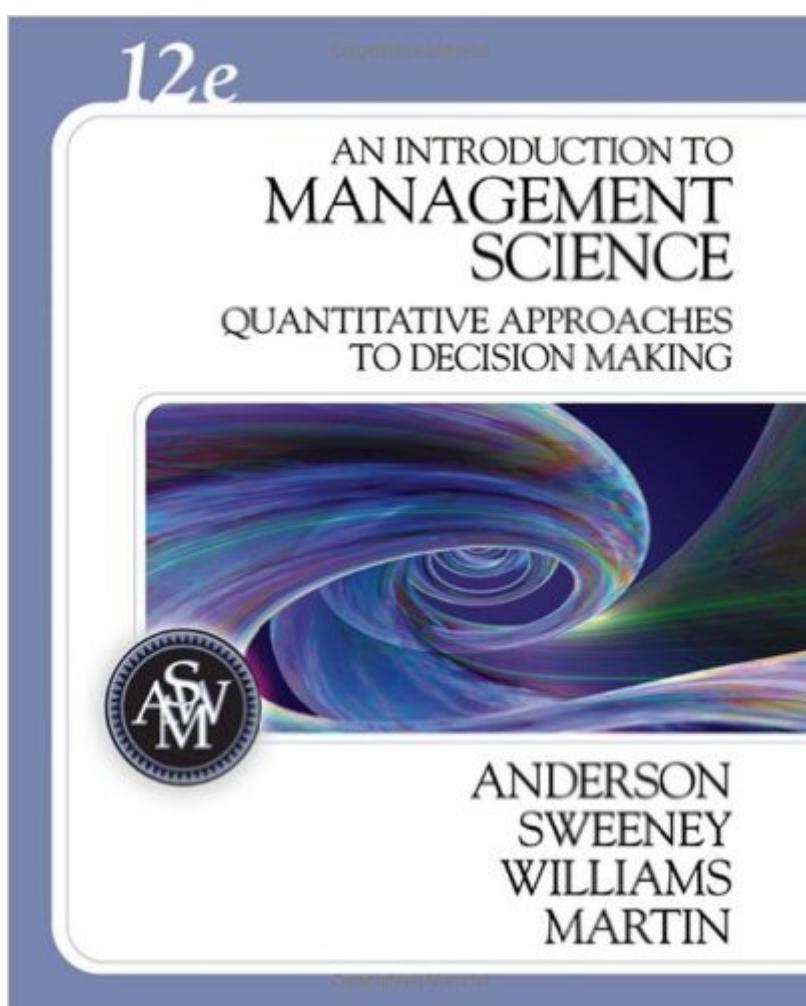


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An Introduction To Management Science: Quantitative Approaches To Decision Making (with CD-ROM And Crystal Ball Pro Printed Access Card)



Synopsis

Learn today's management science concepts and techniques--and how they will benefit you in the classroom and business world beyond--with the definitive leader in management science, INTRODUCTION TO MANAGEMENT SCIENCE: A QUANTITATIVE APPROACH TO DECISION MAKING, 12E. The latest edition of this leading text blends a readable style with a wealth of examples that demonstrate how businesses throughout the world use management science techniques to further their success. Proven, realistic problems help strengthen critical problem-solving skills, while numerous self-test exercises with complete solutions allow you to immediately check your personal understanding of the material. Every new edition now includes the highly respected LINGO 10 software that is integrated with text problems to help you develop the skills to use this, Excel, and many other valuable software packages to resolve management science problems. This edition now places greater emphasis on the applications of management science and use of computer software with less focus on algorithms. Much of the algorithm coverage as well as Excel templates and add-in software, and the user-friendly Management Scientist software are available on the text's accompanying Student CD. Trust INTRODUCTION TO MANAGEMENT SCIENCE, 12E to introduce the management science skills you need now and into the future with clarity you can understand and practicality you can immediately apply.

Book Information

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Customer Reviews

This book definitely helps me along in my course. The professor does not use the book. He teaches easier ways to learn management science. I use the book to brush up and study. Some of the terminology can get confusing since there are so many similar definitions.

I recently purchased this book for a graduate-level class. One of the class professors voiced that she uses this book at least weekly in her career (outside of the college) as a project manager for a large construction outfit. I've thumbed through the book and I must say that it covers an unbelievable amount of subject-related matter with examples spanning several areas: banking & finance, distribution & transportation, inventory, marketing, et al. The approaches covered are vast and among others, included are areas such as breakeven analysis, linear programming (normal & simplex), game theory, nonlinear optimization problems, project scheduling with PERT/CRM, waiting line models, forecasting, Markov processes, and dynamic programming. I am looking forward to learning a lot with this book as my companion. Just as the professor finds herself using it frequently, I certainly think I'll be referring to it for quite some time. Don't let the price scare you. There's a lot of knowledge packed into its 816 pages. It's well worth the investment!

It may not be the best textbook in the world but its not the worst. Actually, I can't find anything wrong with it except for the coffee stain I left while studying. The text comes with a CD that contains Excel worksheets described in the book. Regardless of whether examples in the book are relevant to everyday life, they explain the situation. Minus one star for not having a study guide to go along with it. Thats all, other than that... decent book.

This is a great book for an intro to management science, most of the book is focused on the use of linear programming (e.g. in network models) and explains the concepts very well. There are also plenty of examples and practice questions. I would definitely recommend it for a university level course.

Product delivered as advertised: used with minimal highlighting. This was the best price I could find for this textbook and I am happy with the purchase.

Its a book Required for school why would I rate how I like it... Does what it's supposed to do>

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