

Introduction To Management Science 3rd Edition

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this third edition of the popular management science text featuring more concise coverage of topics new case studies for all eighteen chapters and more illustrations tables and diagrams practical approach teaches students how to use management science techniques in real world situations contains over 500 problems and 200 discussion questions

this text s emphasis is on presenting management science in a manner that is managerially focused and easily understood by students this is done in part by using easy to understand examples demonstrating each technique in understandable contexts the text is application oriented dealing with realistic problems emphasizing model formulation computer based solution and implementation of model results the text uses models related to managerial application are used to demonstrate management science techniques techniques are illustrated by examples placed in a decision making context model use is demonstrated by computer without being tied to specific computer systems the text presents a comprehensive yet easily readable coverage of all important management science techniques it also includes additional topics such as 1 coverage of nonlinear programming 2 coverage of analytic hierarchy process 3 coverage of linear programming sensitivity analysis in a managerial context 4 a decision support perspective toward management science is emphasized aiming to support decision makers by learning about the impact of alternative decisions

this volume provides an applications oriented introduction to the role of management science in decision making the text blends problem formulation managerial interpretation and math techniques with an emphasis on problem solving

this best selling introduction to the techniques and applications of management science is designed to make the subject easy to understand interesting and accessible for readers with limited mathematical background or skills the book focuses on management science not only as a collection of techniques and

processes but as a philosophy and method for approaching problems in a logical manner key topics following a "begin from the basics" approach for all topics this book provides comprehensive coverage and flexible organization but does not assume an understanding of the mathematical underpinnings of any topic on the part of the reader each short easy to read chapter centers around simple straightforward examples that demonstrate the fundamentals of the techniques and provide specific solution steps that can be applied to other situations demonstrates how management science techniques can improve efficiency and save money it also interweaves computer usage throughout every chapter the sixth edition of introduction to management science has been revised to reflect the most up to date practices and techniques it now includes a revised discussion on the modeling process and new discussions the analytical hierarchy procedure ahp and multiple regression it also includes excel spreadsheet solutions including excel qm crystal ball software and treeplan software an essential reference book for every professional manager □

this work provides a general introduction to the field of management science and gives a balanced view of the most widely used applications it shows how managers can use scientific ideas to solve business problems

this book discusses the commonly used tools in management science e g decision tree linear programming inventory models forecasting transportation project scheduling etc the techniques described are expected to help managers make good decisions where numerical quantities are involved this book is written mainly for undergraduate students in business administration and engineering students doing a business orientated course in operations research

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Introduction

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