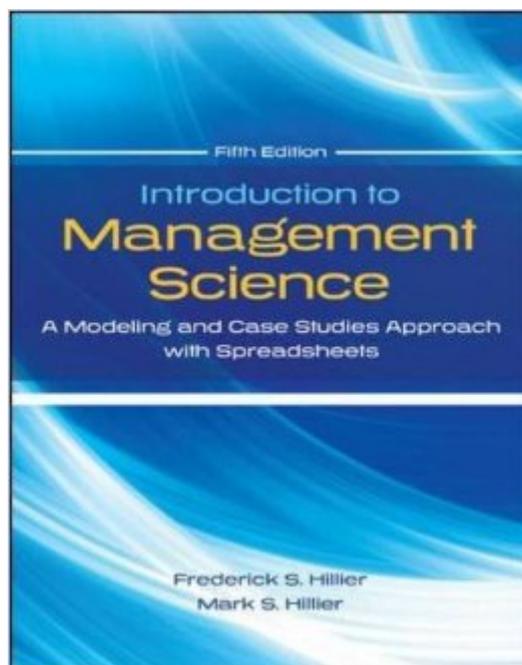# Introduction To Management Science With Student CD And Risk Solver Platform Access Card: A Modeling And Cases Studies Approach With Spreadsheets

Synopsis

The fifth edition text focuses on business situations, including prominent non-mathematical issues, the use spreadsheets, and involves model formulation and assessment more than model structuring. The text has three key elements: modeling, case studies, and spreadsheets. In addition to examples, nearly every chapter includes one or two case studies patterned after actual applications to convey the whole process of applying management science.

Book Information

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Customer Reviews

This is, hands down, the best textbook I have ever used! I suck at math and I hate math. I have been dreading taking this course my entire degree, but thankfully we are using this textbook. It teaches from a management perspective, so the focus is shifted to the use of Excel and other technology which handles the complex formulas for you. Although the mathematical rationale and methods behind the calculations are introduced, it is kept to a "need to know" basis, unlike other textbooks I have seen where the author can't seem to help themselves from going into a "look how many formulas I can spout!" tangent which totally throws me off course. Also, the chapters use a "storytelling" method of teaching which is incredibly helpful and keeps a potentially painfully dry subject from getting dull. One or several case studies are introduced complete with background, dialogue, and a conversational writing tone which makes it easy to follow and see how the subject could be useful in your line of work. I am doing surprisingly well in a class I was certain I would "barely pass" and I truly think this textbook is the reason! :)

This textbook was required for my college class. Our class focused mostly on using Microsoft Excel through each chapter. I learned a ton from this book and would highly recommend it even if you're not in college. The only thing I disliked is that the publisher did not use color inside the text which would have been very helpful when viewing the numerous spreadsheet examples that require special formatting, including color coding.

I gave 5-stars based only on content. The price is way too high and for that I would give a lower rating!This book was required for a course and was one of the few that I kept since it provided very clear explanations. Most examples are shown using Excel with plugins. However, you could apply the same methods using your chosen tool (SaS, R, Python) since this book does a great job of explaining how to set up a problem and use a tool to help you solve the problem.If you're looking to get more into the weeds of Operations Research, this may not be your book unless you need a gentle introduction and your'e at the beginning of it all. I would recommend Winston's book if you want to dig more into OR.

I am really enjoying this book. I am learning so many tools to use in my current work situation. It is a real easy read and written like I talk so I get the concepts with out reading the same concepts 3-4 times like other text books.

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