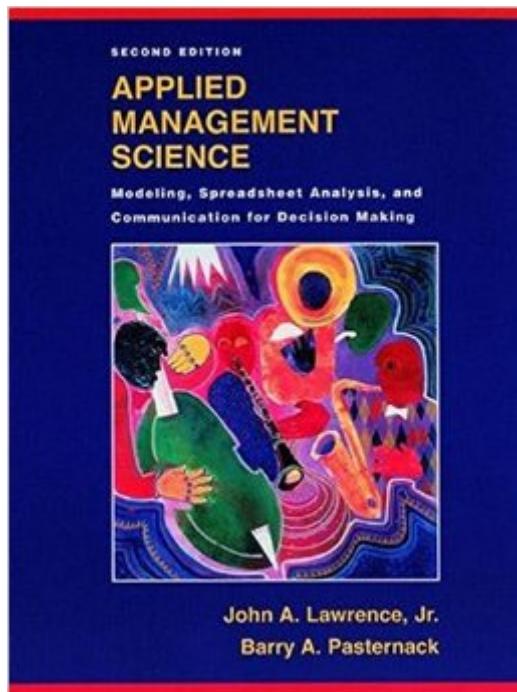


The book was found

Applied Management Science: Modeling, Spreadsheet Analysis, And Communication For Decision Making, 2nd Edition



Synopsis

Emphasizes building the most appropriate model possible from the available data. * Major focus is on analysis and communication of results to management. Teaches readers how to conduct a management science study, analyze different situations, break down the steps of problem-solving, write a business report, and effectively communicate study results to management. * A supporting CD-ROM is packaged with every book to include three complete additional chapters, additional cases and problems for every chapter, coverage of key algorithms and derivations, a review of statistics, the complete WINQSB package developed by Yih-Long Chang, and Excel files for every chapter. * Computer Integrated Approach: Use of Excel, WinQSB, and LINDO for windows integrated throughout text for use in solving models.

Book Information

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Customer Reviews

This is a nobel effort. to try to do a very hard thing. The author however is very hard to follow and at times the explanations drifts into incoherance. Also, I think the author may be too brilliant to write for the average student. He might be better served by having a grad student or military trained person break down the book into coherant steps. This book has some gems of useful info, trapped in some bad explainiations. The next version of this may be a truly great textbook. My advice to the author is to simplify and go step by step. Delete text and runon paragraphs where possible. If you take a class based on this book, insist on a lab and a helpful grad student.

If there's a worse textbook out there for this subject (or any for that matter), I've never encountered it. I almost failed the course thanks to this piece of junk. The chapters are about 20% theory/principles on the topics and 80% "how to use Excel to solve the problems." The only problem is that the templates supplied have errors in them and are, therefore, USELESS! Also, Excel is slow to solve and the templates are difficult to use. There is plenty of decision support software out there that is easier to use and doesn't cost a fortune. Long story short, if I hadn't dug up my 17-year-old textbook from when I took this course as an undergrad, I would never have survived. If you must use this textbook, you have my sympathies. I would have given this textbook 0 stars, but won't let me rate that low.

delivered quickly yet i was surprised to the state it was in. It was ok, but the binder must have been the cheapest they can get, some of the quality of the book pages were under par, and the overall packaging with the floppy binder was poor.

Used this book as part of a MBA computer class. The website makes it easy to work on different computers since Excel files can be downloaded from website or taken from the CD included with the book. Exercises were good and followed most of the material in the book. Almost all the material applied to "real world" situations.

From what I've seen this is one of the better text books for the subject material. Fortunately, it's not that dry and the examples are easy to follow.

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