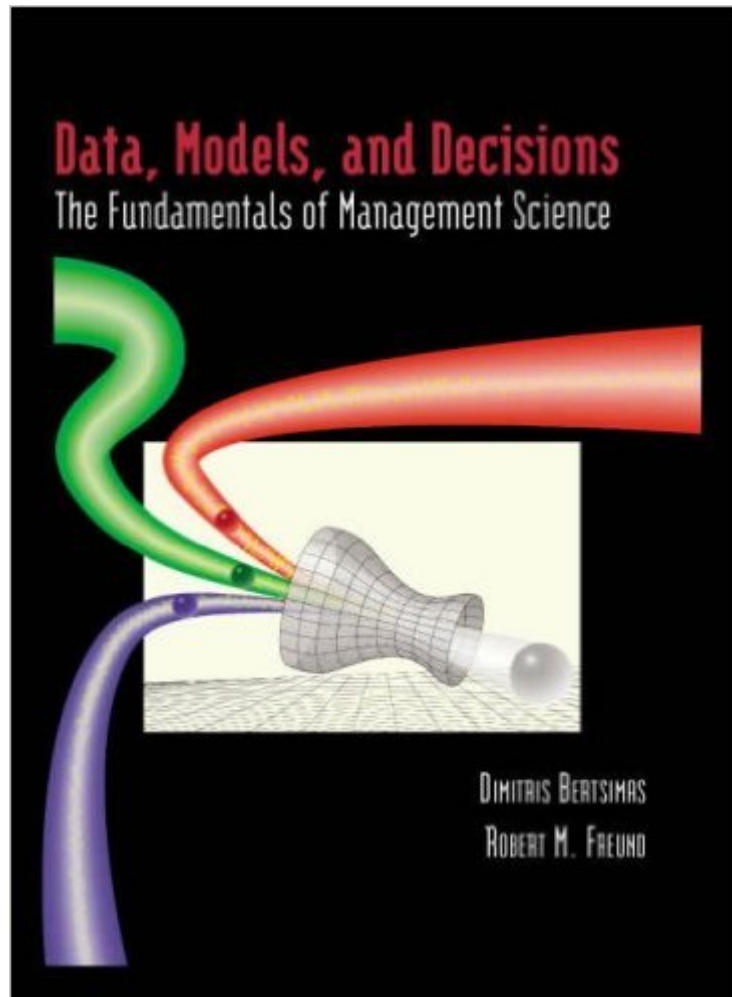


The book was found

Data, Models, And Decisions: The Fundamentals Of Management Science



Synopsis

This book represents a departure from existing textbooks. Rather than covering methodology, the book introduces decision support systems through real world applications, and uses spreadsheets to model and solve problems. It uses management science techniques (statistics, simulation, probabilistic modeling and optimization), but only as tools to facilitate problem solving. The book embraces George Dantzig's dictum as its premise: "The final test of any theory is its capacity to solve the problems which originated it." The book is used in the core MBA program at MIT's Sloan School of Management for the class titled: "Data, Models and Decisions". It is used in over ten universities in both core and elective classes, including Stanford University, Chicago's graduate school of Business, Babson College, among several others. The book contains many real business cases from the authors' consulting experience. Instructor resources are available for faculty who have adopted the book for their course by contacting the authors directly @ dbertsim@mit.edu, rfreund@mit.edu)

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Customer Reviews

I used this textbook in my DMD class at MIT and I have to say it saved my butt many times when the lecture material was not entirely clear to me. The book is well written and the practical examples they use are interesting. With very little explanation, you can sit down with the book and learn or relearn the material. Unlike most of my textbooks, I intend to keep this one after the class is over. Very nice guide to a useful subject.

For anyone looking for an introduction to the basics of data models this is one of the best in a long line of books in this area and the main book you will need. The presentation covers this important theory very thoroughly, including all the major topics. The presentation is crisp and while it will be best appreciated by graduate students and the industrial community, most of the presentation can be easily understood by an undergraduate audience with a strong background in probability.

Taking care of very deep topics, it is clear every explanation, making it easy to understand, allowing me to have very good results in the university.

Good Book

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