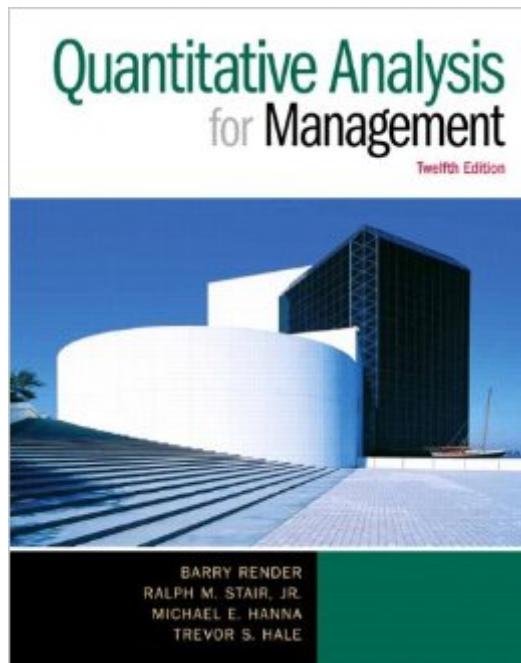


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Quantitative Analysis For Management (12th Edition)



Synopsis

For courses in Management Science or Decision Modeling A solid foundation in quantitative methods and management science Â This popular text gives students a genuine foundation in business analytics, quantitative methods, and management scienceâ "and how to apply the concepts and techniques in the real worldâ "through a strong emphasis on model building, computer applications, and examples. The authorsâ ™ approach presents mathematical models, with all of the necessary assumptions, in clear, plain English, and then applies the ensuing solution procedures to example problems along with step-by-step, how-to instructions. In instances in which the mathematical computations are intricate, the details are presented in a manner that ensures flexibility, allowing instructors to omit these sections without interrupting the flow of the material. The use of computer software enables the instructor to focus on the managerial problem and spend less time on the details of the algorithms. Computer output is provided for many examples throughout the text. Â Teaching and Learning Experience This text provides a solid foundation in quantitative methods and management science. Hereâ ™s how: Students see clearly how concepts and techniques are used in real organizations. Outstanding in-text features provide reinforcement and ensure understanding. The textâ ™s use of software allows instructors to focus on the managerial problem, while spending less time on the mathematical details of the algorithms. Â

Book Information

Hardcover: 608 pages

Publisher: Pearson; 12 edition (January 18, 2014)

Language: English

ISBN-10: 0133507335

ISBN-13: 978-0133507331

Product Dimensions: 8.7 x 1.1 x 10.9 inches

Shipping Weight: 2.9 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ See all reviewsÂ (96 customer reviews)

Best Sellers Rank: #18,842 in Books (See Top 100 in Books) #19 inÂ Books > Business & Money > Management & Leadership > Production & Operations #95 inÂ Books > Business & Money > Skills > Decision Making #104 inÂ Books > Business & Money > Management & Leadership > Decision-Making & Problem Solving

Customer Reviews

I've taught both MBA and Master's in Management classes online and physically at MIT, Harvard

(GE Crotonville) and Phoenix State University. There are a group of about 3-5 texts that are now the most popular for graduate Quantitative Analysis (QA). These include the Swift text (most popular in Europe) at from \$40 to \$80 US (Quantitative Methods: For Business, Management and Finance), the Render Quantitative Analysis for Management text (Quantitative Analysis for Management (11th Edition)), \$175 for the 11th edition, and the very thorough but NOT for self study Anderson text (Quantitative Methods for Business (with Printed Access Card)) for \$250.QA is a really tough course for people with less math background such as liberal arts, nursing, etc. students going for an MBA, and a bit easier for math and engineering majors in undergrad, because it involves modeling, using a lot of fairly advanced math.

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