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this highly esteemed text introduces readers to the key ideas of modeling and management decision making that will be important to them throughout their careers addressing the needs of readers interested in both business administration and decision science careers the book provides a conceptual foundation for all topics and the role of spreadsheet modeling techniques in the larger context of business decision making this text fully integrated excel spreadsheets it is packaged with a free cd rom which contains the student version of crystal ball software excel templates plus much much more part of jit program

an accessible introduction to optimization analysis using spreadsheets updated and revised optimization modeling with spreadsheets third edition emphasizes model building skills in optimization analysis by emphasizing both spreadsheet modeling and optimization tools in the freely available microsoft office excel solver the book illustrates how to find solutions to real world optimization problems without needing additional specialized software the third edition includes many practical applications of optimization models as well as a systematic framework that illuminates the common structures found in many successful models with focused coverage on linear programming nonlinear programming integer programming and heuristic programming optimization modeling with spreadsheets third edition features an emphasis on model building using excel solver as well as appendices with additional instructions on more advanced packages such as analytic solver platform and opensolver additional space devoted to formulation principles and model building as opposed to algorithms new end of chapter homework exercises specifically for novice model builders presentation of the sensitivity toolkit for sensitivity analysis with excel solver classification of problem types to help readers see the broader possibilities for application specific chapters devoted to network models and data envelopment analysis a companion website with interactive spreadsheets and supplementary homework exercises for additional practice optimization modeling with spreadsheets third edition is an excellent textbook for upper undergraduate and graduate level courses that include deterministic models optimization spreadsheet modeling quantitative methods engineering management engineering modeling operations research and management science the book is an ideal reference for readers wishing to advance their knowledge of excel and modeling and is also a useful guide for mba students and modeling practitioners in business and non profit sectors interested in spreadsheet optimization

now in its fifth edition powell and baker s business analytics the art of modeling with spreadsheets provides students and business analysts with the technical

knowledge and skill needed to develop real expertise in business modeling in this book the authors cover spreadsheet engineering management science and the modeling craft the briefness accessibility of this title offers opportunities to integrate other materials such as cases into the course it can be used in any number of courses or departments where modeling is a key skill

practical spreadsheet modeling using risk provides a guide of how to construct applied decision analysis models in spreadsheets the focus is on the use of monte carlo simulation to provide quantitative assessment of uncertainties and key risk drivers the book presents numerous examples based on real data and relevant practical decisions in a variety of settings including health care transportation finance natural resources technology manufacturing retail and sports and entertainment all examples involve decision problems where uncertainties make simulation modeling useful to obtain decision insights and explore alternative choices good spreadsheet modeling practices are highlighted the book is suitable for graduate students or advanced undergraduates in business public policy health care administration or any field amenable to simulation modeling of decision problems the book is also useful for applied practitioners seeking to build or enhance their spreadsheet modeling skills features step by step examples of spreadsheet modeling and risk analysis in a variety of fields description of probabilistic methods their theoretical foundations and their practical application in a spreadsheet environment extensive example models and exercises based on real data and relevant decision problems comprehensive use of the risk software for simulation analysis including a free one year educational software license

this volume shows how spreadsheets are used in real life to model and analyse real business problems by modelling problems using spreadsheets from the outset the text prepares future managers for the types of problems they will encounter in their daily workload

cd rom contains all the spreadsheets referred to in the text as well as three software tools premium solver crystal ball sensitivity toolkit

render provides a modern excel based and thoroughly canadian introduction to management science concepts and techniques this second edition has more fully integrated canadian content than before and continues to be a perfect balance between decision modeling and the use of spreadsheets to set up and solve modeling problems

now in its third edition management science helps business professionals gain the essential skills needed to develop real expertise in business modeling the biggest change in the text is the conversion of software from crystal ball to risk solver to reflect changes in the field more coverage of management science topics has been added broader coverage of excel demonstrates how to create models additional open ended case studies that are less structured have also been included along with new exercises these changes will help business professionals learn how to apply the information in the field

for courses on decision modeling through the use of spreadsheets the perfect balance between decision modeling and spreadsheet use it s important that textbooks support decision modeling courses by combining student s ability to logically model and analyse diverse decision making scenarios with software based solution procedures balakrishnan offers the perfect balance of the decision modeling process and the use of spreadsheets to set up and solve decision models the full text downloaded to your computer with ebooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends ebooks are downloaded to your computer and accessible either offline through the bookshelf available as a free download available online and also via the ipad and android apps upon purchase you ll gain instant access to this ebook time limit the ebooks products do not have an expiry date you will continue to access your digital ebook products whilst you have your bookshelf installed

successful business modeling is much more than a technical discipline it s an art and as in most professional disciplines you can tell the experts apart from the novices by the creativity they bring to the craft now with steve powell and ken baker s the art of modeling with spreadsheets second edition you can master the technical knowledge as well as those essential craft skills needed to develop real expertise in business modeling modeling in a problem solving framework basic excel skills advanced excel skills spreadsheet engineering analysis using spreadsheets data analysis for modeling regression analysis short term forecasting nonlinear optimization linear programming network models integer programming decision analysis monte carlo simulation optimization in simulation modeling cases

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this text presents a wide variety of common types of models found in other mathematical modeling texts as well as some new types however the models are

presented in a very unique format a typical section begins with a general description of the scenario being modeled the model is then built using the appropriate mathematical tools then it is implemented and analyzed in excel via step by step instructions in the exercises we ask students to modify or refine the existing model analyze it further or adapt it to similar scenarios

the update to the second edition of management science the art of modeling with spreadsheets by steve powell and ken baker is revised to be compatible with microsoft excel 2007 like the original second edition the text expands upon the essential skills needed to develop real expertise in business modeling in principle two students could work side by side in a course one using the second edition and relying on excel 2003 the other using the update edition and relying on excel 2007 they will be able to learn the same skills as both versions of the book are self contained

practical spreadsheet modeling using risk provides a guide of how to construct applied decision analysis models in spreadsheets the focus is on the use of monte carlo simulation to provide quantitative assessment of uncertainties and key risk drivers the book presents numerous examples based on real data and relevant practical decisions in a variety of settings including health care transportation finance natural resources technology manufacturing retail and sports and entertainment all examples involve decision problems where uncertainties make simulation modeling useful to obtain decision insights and explore alternative choices good spreadsheet modeling practices are highlighted the book is suitable for graduate students or advanced undergraduates in business public policy health care administration or any field amenable to simulation modeling of decision problems the book is also useful for applied practitioners seeking to build or enhance their spreadsheet modeling skills features step by step examples of spreadsheet modeling and risk analysis in a variety of fields description of probabilistic methods their theoretical foundations and their practical application in a spreadsheet environment extensive example models and exercises based on real data and relevant decision problems comprehensive use of the risk software for simulation analysis including a free one year educational software license

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