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Introduction To Management Science (12th Edition)

Introduction to
Management Science



Synopsis

For undergraduate courses in Management Science. A logical, step-by-step approach to complex problem-solving Using simple, straightforward examples to present complex mathematical concepts, Introduction to Management Science gives students a strong foundation in how to logically approach decision-making problems. Sample problems are used liberally throughout the text to facilitate the learning process and demonstrate different quantitative techniques.

Management Science presents modeling techniques that are used extensively in the business world and provides a useful framework for problem-solving that students can apply in the workplace. The Twelfth Edition focuses on the latest technological advances used by businesses and organizations for solving problems and leverages the latest versions of Excel 2013, Excel QM, TreePlan, Crystal Ball, Microsoft Project 2010, and QM for Windows.

Book Information

Hardcover: 864 pages

Publisher: Pearson; 12 edition (January 3, 2015)

Language: English

ISBN-10: 0133778843

ISBN-13: 978-0133778847

Product Dimensions: 8 x 1.3 x 10.1 inches

Shipping Weight: 2.7 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 22 customer reviews

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Customer Reviews

I wanted a book to help me learn to set up linear programming solutions.I got what I wanted and more.So many books dwell on how the methods work, instead of setting up the problems. This book is all about the problems and how to set them up.This book is about how to get results and understand what they mean.Recommended without reservation to anyone wanting to learn the how's and why's of using linear programming in business.

My daughter like this

Great

The CD included is not the correct one.

kind of hard to say I like a book for a class that just tried to kill me this semester, but it was very insightful. Some questions were confusing at times though (even to the professor)

Loved this book!

Like it.

Came in good condition

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