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# Practical Management Science

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Winston | Albright

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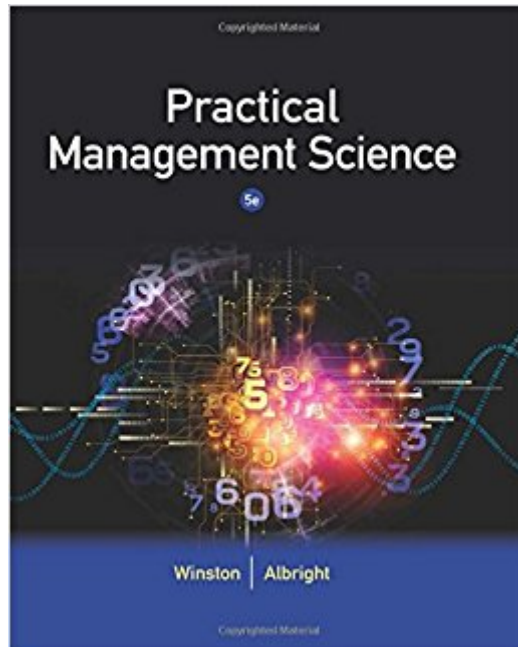
# Synopsis

Geared entirely to Excel 2013, PRACTICAL MANAGEMENT SCIENCE uses an active-learning approach and realistic problems to help you take full advantage of the power of spreadsheet modeling. The text presents just the right amount of theory to ensure you understand the foundation of the topic, followed by exercises that give you practical, hands-on experience with the methodologies. Drawing examples and problems from finance, marketing, operations management, and other areas, the text illustrates how management science applies to your chosen profession--and how you can use it on the job. The authors emphasize modeling over algebraic formulations and memorization of particular models. The text includes access to Palisade DecisionTools Suite (BigPicture, @RISK, PrecisionTree, StatTools, TopRank, NeuralTools, and Evolver) as well as SolverTable, which allows you to do sensitivity analysis on optimization models.

# Book Information

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# Customer Reviews

Unlike most textbooks on OR/MS, Winston and Albright's Practical Management Science's has, at least, three clear possible roles -- each performed superbly. 1. As a self-study text for someone learning / relearning management science in a spreadsheet environment. 2. As a management science student's self-help resource to decipher whatever cryptic text happens to have been required for a course. 3. As a conventional textbook to be chosen by an academic for classroom use.1. As a self-study text for someone learning / relearning management science in a spreadsheet environment, you'll find PMSc written with obvious and utter mastery of the subject matter, that's

commendable but hardly unique. What is unique are the clarity of the presentation and the lucidity of the abundant examples running throughout. In addition, there is thoroughness in the treatment which effectively anticipates virtually any and all sources of confusion which a student of any stripe might suffer. It is, in my view, wholly autodidactic. There is a subset of this type of user: the individual with a job-specific task which defies current familiarity / skill-level. No sweat! Use the inside-the-front cover material as a functional area task locator to identify "look-alike" situations and then proceed to master all which is required by back-tracing the example to similar situations encapsulated within the many interspersed problems -- for each of which there is a complete Excel solution format.2. As a management science student's self-help resource with which to cope and to decipher whatever cryptic text was assigned for the course. If you find yourself in this far too common dilemma, take heart, help is well and truly at hand.

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