



Practical Management Science

Wayne L. Winston, S. Christian Albright

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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.

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