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An Introduction To Management Science: Quantitative Approaches To Decision Making



Synopsis

Reflecting the latest developments in Microsoft Office Excel 2013, Anderson/Sweeney/Williams/Camm/Cochran/Fry/Ohlmann's AN INTRODUCTION TO MANAGEMENT SCIENCE: QUANTITATIVE APPROACHES TO DECISION MAKING, 14E equips readers with a sound conceptual understanding of the role that management science plays in the decision-making process. The trusted market leader for more than two decades, the book uses a proven problem-scenario approach to introduce each quantitative technique within an applications setting. All data sets, applications, and screen visuals reflect the details of Excel 2013 to effectively prepare you to work with the latest spreadsheet tools. In addition, readers can get a copy of LINGO software and Excel add-ins with the book's online content.

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Customer Reviews

This book was a required textbook for my Operations Management and Information Systems course in an MBA program. The book reads well, the material is clearly explained and chapters are well-organized. In each chapter, the authors describe the use these techniques in real life cases in actual companies. There are a lot of problems and self-tests at the end of each chapter which help to learn the material in depth.

This is not the easiest subject for students, but this is an excellent books. The authors make important, relevant, yet complex concepts accessible to student by following an applied approach.

Lots of great examples and supplements if you are an instructor. Thanks, Adam

This book is riddled with mistakes. I'm very shocked at just how many errors are in this textbook. This can be very frustrating for students who rely on the "facts" of this textbook to do their work and pass tests.

This was the textbook for my quantitative analysis class. Expensive, but by far, one of the best management science books I have read. I will be using this as a reference book for years.

Great purchase! Fast shipment! Thank you!

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