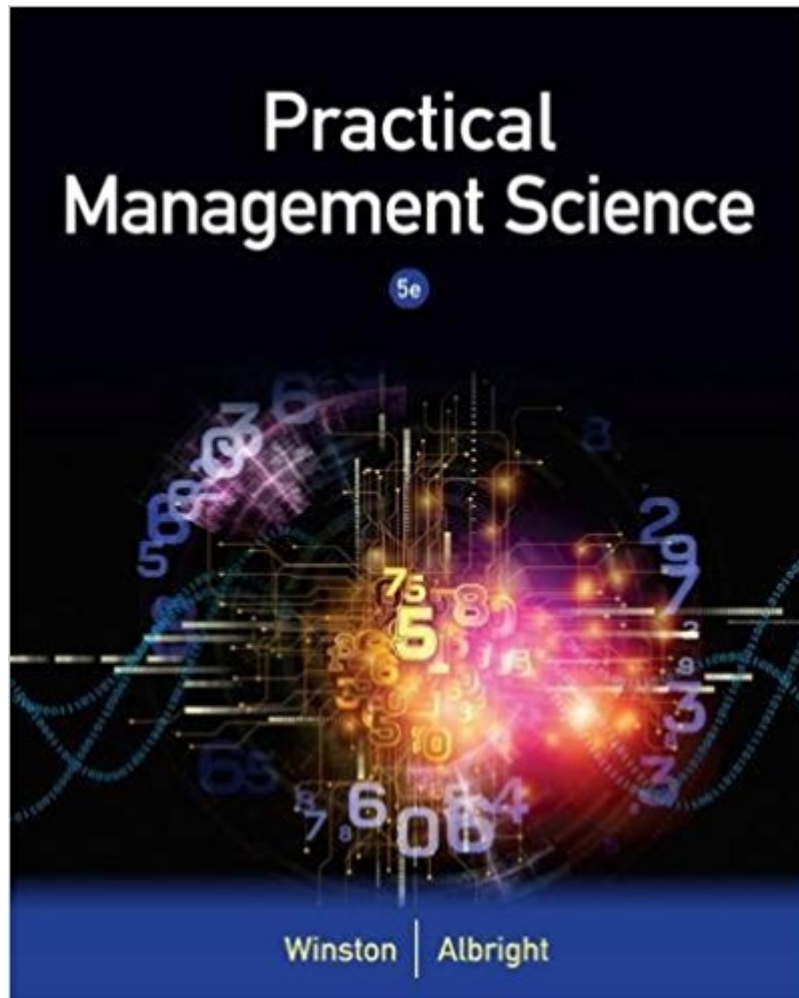




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# Practical Management Science



## 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

"A very good book, with great practical examples from different areas of management, with a focus on problem solving." "Important decision making concepts are presented in multiple examples. Examples are from different areas of the business. Excel is used as a modeling environment. The most important decision making tools are covered." "Its approach to Management Science is through applied, relevant learning. It (the text) offers enough theory that students understand and appreciate the foundation of the topic, while allowing students to have immediate, hands-on experience with the methodologies. Students learn by doing and they love it!"

Wayne L. Winston is Professor Emeritus of Decision Sciences at the Kelley School of Business at Indiana University and is now a Professor of Decision and Information Sciences at the Bauer College at the University of Houston. He has won more than 45 teaching awards and is a six-time recipient of the school-wide MBA award. His current interest focuses on showing how to use spreadsheet models to solve business problems in all disciplines, particularly in finance, sports, and marketing. In addition to publishing more than 20 articles in leading journals, Dr. Winston has written such successful textbooks as OPERATIONS RESEARCH: APPLICATIONS AND ALGORITHMS; MATHEMATICAL PROGRAMMING: APPLICATIONS AND ALGORITHMS; SIMULATION MODELING WITH @RISK; DATA ANALYSIS FOR MANAGERS; SPREADSHEET MODELING AND APPLICATIONS; MATHLETICS, DATA ANALYSIS AND BUSINESS MODELING WITH EXCEL 2013; MARKETING ANALYTICS; and FINANCIAL MODELS USING SIMULATION AND OPTIMIZATION. Dr. Winston received his B.S. degree in mathematics from MIT and his Ph.D. in operations research from Yale. S. Christian Albright received his B.S. degree in mathematics from Stanford in 1968 and his Ph.D. in operations research from Stanford in 1972. Since then, he has been teaching in the Operations and Decision Technologies Department in the Kelley School of Business at Indiana University until his retirement in 2011. He has taught courses in management science, computer simulation, and statistics to all levels of business students: undergraduates, MBAs, and doctoral students. His current interest is in spreadsheet modeling, including development of VBA applications in Excel. Dr. Albright has published more than 20 articles in leading operations research journals in applied probability. He has also published several successful textbooks, including BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING; DATA ANALYSIS FOR MANAGERS; SPREADSHEET MODELING AND APPLICATIONS; and VBA FOR MODELERS.

One star reviewers seem to hate the subject, rather than the book. I have an MFA in theater so my background is as far from data analysis as you could possibly be. Yet, I think this book is very well organized and is a great "bible" for those performing deep analysis and want a backup guide. You don't need the access code unless the instructor indicates it. The book problems and examples can be downloaded from their website. It is expensive, but has a high re-sell value. It's also a book that you can definitely rent or buy used.

makes the topic too confusing. never read the chapters. waste of my money

Great textbook but I think chapter 12 should be chapter #1. The way the book is written assumes acquired knowledge on the topic - not so if this is the first class.

Needed this book for class, came with everything needed including software. Directions for downloading the required software can be found in the Preface.

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Great book! Exactly what I was looking for!

Nice!

Rented this but it came without the CD. Will return it

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