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Fully integrated with the personal computer, this easy-to-use book provides readers with the skills to necessary to apply the techniques of quantitative analysis in all kinds of organizational decision-making situations. It covers every major topic in the quantitative analysis/management science field, showing how each technique works, discussing the assumptions and limitations of the models, and illustrating the real-world usefulness of each technique with many applications and case studies in both profit-making and nonprofit organizations. A FREE CD-ROM readers can use to solve the examples presented in the book is conveniently packaged with the book providing Excel QM, Crystal Ball, TreePlan, QM for Windows and data files for examples. Probability Concepts and Applications, Decision Theory, Decision Trees with Utility Theory, Forecasting, Inventory Control Models, Linear Programming Models, Linear Programming: The Simplex Method. Transportation and Assignment Models, Integer Programming, Goal Programming, Non Linear Programming, and Branch and Bound Models, Analytic Hierarchy Process, Network Models, Project Management, Waiting Lines and Queuing Theory Models, Simulation Modeling, Markov Analysis, Using QM for Windows, Using Excel OM. Appropriate for business managers and analysts.

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Easy to understand-even for students with limited math backgrounds, this text uses a modeling approach to provide thorough coverage of the basic techniques in quantitative methods and focuses on the managerial applications of these techniques. The book's interesting and student friendly writing style makes for a clear presentation, complete with all the necessary assumptions and mathematical details.

An accessible introduction to the essential quantitative methods for making valuable business decisions Quantitative methods-research techniques used to analyze quantitative data-enable professionals to organize and understand numbers and, in turn, to make good decisions. Quantitative Methods: An Introduction for Business Management presents the application of quantitative mathematical modeling to decision making in a business management context and emphasizes not only the role of data in drawing conclusions, but also the pitfalls of undiscerning reliance of software packages that implement standard statistical procedures. With hands-on applications and explanations that are accessible to readers at various levels, the book successfully outlines the necessary tools to make smart and successful business decisions. Progressing from beginner to more advanced material at an easy-to-follow pace, the author utilizes motivating examples throughout to aid readers interested in decision making and also provides critical remarks, intuitive traps, and counterexamples when appropriate. The book begins with a discussion of motivations and foundations related to the topic, with introductory presentations of concepts from calculus to linear algebra. Next, the core ideas of quantitative methods are presented in chapters that explore introductory topics in probability, descriptive and inferential statistics, linear regression, and a discussion of time series that includes both classical topics and more challenging models. The author also discusses linear programming models and decision making under risk as well as less standard topics in the field such as game theory and Bayesian statistics. Finally, the book concludes with a focus on selected tools from multivariate statistics, including advanced regression models and data reduction methods such as principal component analysis, factor analysis, and cluster analysis. The book promotes the importance of an analytical approach, particularly when dealing with a complex system where multiple

individuals are involved and have conflicting incentives. A related website features Microsoft Excel® workbooks and MATLAB® scripts to illustrate concepts as well as additional exercises with solutions. Quantitative Methods is an excellent book for courses on the topic at the graduate level. The book also serves as an authoritative reference and self-study guide for financial and business professionals, as well as readers looking to reinforce their analytical skills.

For courses in Management Science or Decision Modeling A solid foundation in quantitative methods and management science This popular text gives students a genuine foundation in business analytics, quantitative methods, and management science—and how to apply the concepts and techniques in the real world—through a strong emphasis on model building, computer applications, and examples. The authors' approach presents mathematical models, with all of the necessary assumptions, in clear, plain English, and then applies the ensuing solution procedures to example problems along with step-by-step, how-to instructions. In instances in which the mathematical computations are intricate, the details are presented in a manner that ensures flexibility, allowing instructors to omit these sections without interrupting the flow of the material. The use of computer software enables the instructor to focus on the managerial problem and spend less time on the details of the algorithms. Computer output is provided for many examples throughout the text. Teaching and Learning Experience This text provides a solid foundation in quantitative methods and management science. Here's how: Students see clearly how concepts and techniques are used in real organizations. Outstanding in-text features provide reinforcement and ensure understanding. The text's use of software allows instructors to focus on the managerial problem, while spending less time on the mathematical details of the algorithms.

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