

Introduction To Management Science 11e Taylor Stormrg

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the purpose of this text is to provide the student with a comprehensive coverage of how management science concepts and approaches can be applied to improve management decision making the emphasis is on the translation of mathematical modeling concepts into a presentation that is palatable to the undergraduate student of business with limited mathematical background management science topics are introduced by presenting realistic practical examples in the form of small case studies difficult techniques are presented within the framework of working examples stressing an intuitive understanding of concepts in the decision support perspective rather than focusing on mathematical techniques for their own sake

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this work provides a general introduction to the field of management science and gives a balanced view of the most widely used applications it shows how managers can use scientific ideas to solve business problems

this book discusses the commonly used tools in management science e g decision tree linear programming inventory models forecasting transportation project scheduling etc the techniques described are expected to help managers make good decisions where numerical quantities are involved this book is written mainly for undergraduate students in business administration and engineering students doing a business orientated course in operations research

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