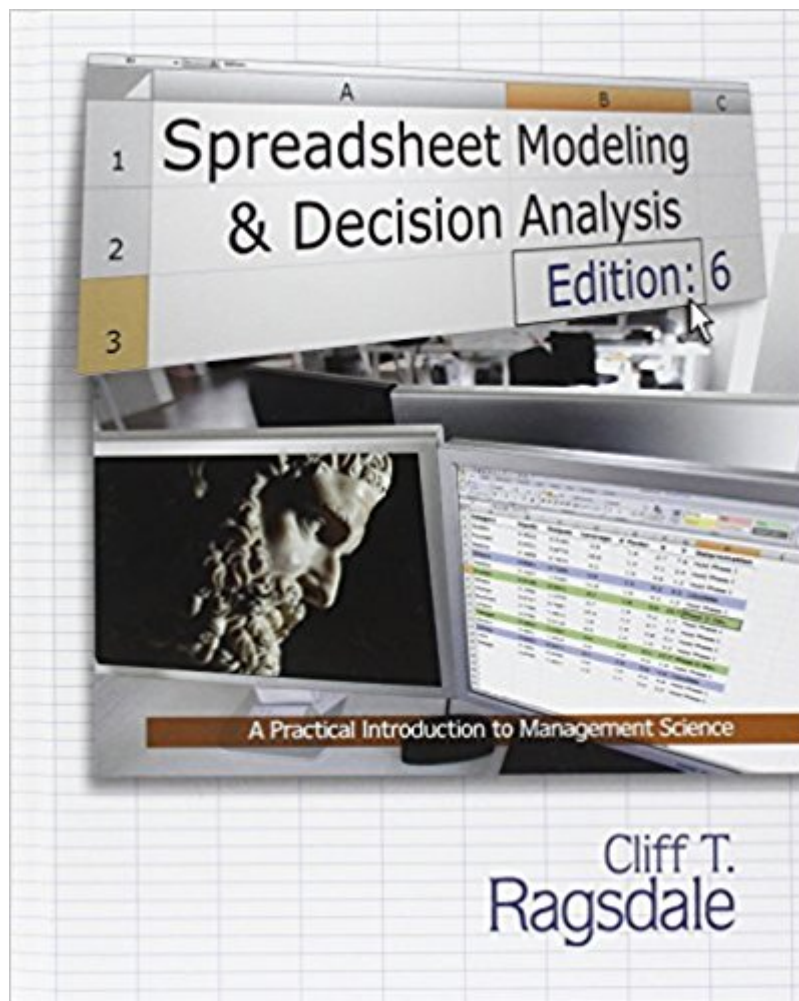


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Spreadsheet Modeling & Decision Analysis: A Practical Introduction To Management Science (with Essential Resources Printed Access Card)



Synopsis

SPREADSHEET MODELING AND DECISION ANALYSIS, Sixth Edition, provides instruction in the most commonly used management science techniques and shows how these tools can be implemented using Microsoft Office Excel 2010.

Book Information

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Customer Reviews

Book - Five StarsAn excellent reference / textbook for Graduate / Doctorial Students wishing to master mathematical programming and the manipulation of the Excel Solver program. Very good explanations of the background material, with detailed "How to" guidelines and examples. A plethora of examples. However, no selected solutions (answers) are provided for the student wishing to do additional problems.
CD ROM - (Adveritised by as Hard CD ROM, not Accessible....)

Zero StarsThis book was optional at my University, mostly due to price. advertised and verbally assured me it came with a Hard CD-ROM - not true. Major bad for knowledge of their product. Without the required codes, to be provided by professors using the book as a primary text, I was unable to access the electronic material, for which I had paid. The provider, EngageBrain, website / automated process was little to no help and I gave up under time constraints. However, I kept the book because it was an excellent reference and most helpful. Beware if your Professor doesn't have the codes or if you wish to buy it as an "independent." The access also has a time limit - very, very uncool.

very good book to boost your analysis and excel power. Unfortunately there is a big legerdemain here. why ? This book has enormously expensive. Instead of this book you should buy "managerial decision modeling". Same index , same writer, shortly everything is same. But price is between £40-£50.BE CLEVER !

Most of the time does a good job at explaining the steps of the analysis method and its a good book to have for modeling in general, although Im just in the 3rd chapter. I did not like how it explains the curve method in the second chapter I thought that was a very arbitrary way of explaining it. It did help me immensely in learning the program it comes with which is RiskSolver.My problem with the Risk Solver program is that the download and setups were almost buggy, In the last 10 years I have never had such a hard time installing a program, it should not be that cumbersome I expect more smooth operation from such an expensive software.

I really resented having to pay \$200 for a textbook, but I must admit that the material is very useful and interesting. Some people in my class are using the previous edition (much cheaper) and they report very little difference from the new edition. The book is very well written - not nearly as dry as one would expect from the title. The author makes extensive use of hypothetical cases, which are relevant and easy to understand.

Although you can find .pdfs of the book online, I felt it was worth having for class. If you need access to the Risk Solver Platform, this book comes with the appropriate codes. No CD needed, everything is included with the book.

Finally a textbook that is straightforward, helpful, and well equipped with supplemental tools for students. Although Decision Analysis courses tend to scare business students who are uncomfortable with math and MS Excel, I found this textbook to aid in the understanding of crucial methods.

Ok it's a textbook, how good can it be??? But seriously, if you write a textbook in our day and age, you better write a text that can stand alone. You need a ton of example problems and a lot of description. Why? Because the modern professor at the run of the mill university across the country has no clue how to teach. I'm using this text in a graduate level class, so I understand that it's up to me to go figure out this stuff and a greater burden is on me. I'm okay with that too. BUT, for a

\$250.00 textbook, you had better give me a LOT of example problems and spell everything out in much greater detail. This text expects a professor to "explain" stuff. The Introduction to Management Science by Hillier is a much better text. I actually hung onto it and use it to supplement this text. That's nuts, but it works!!

Great book and well worth the price! Completely made supply chain easy for me! Even for people like me who had never done linear or network programming before, I am now an expert thanks to a great book and a great prof!

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