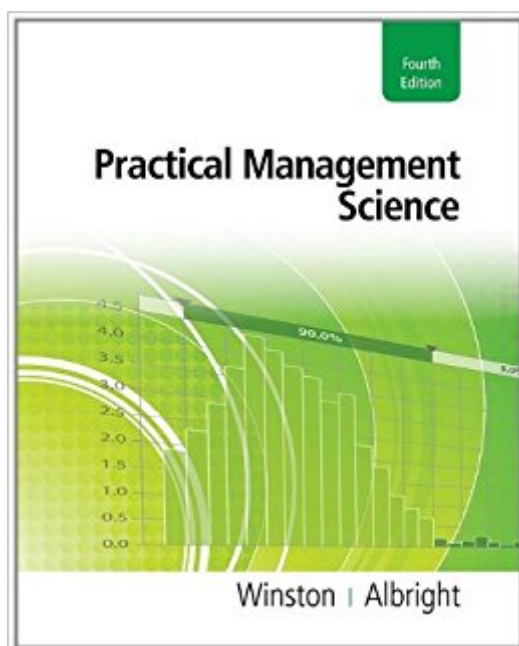


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# Practical Management Science (with Essential Textbook Resources Printed Access Card)



## Synopsis

Easy to understand and to the point, PRACTICAL MANAGEMENT SCIENCE uses an active-learning approach and realistic problems to help you understand and take advantage of the power of spreadsheet modeling. With real examples and problems drawn from finance, marketing, and operations research, you will easily come to see 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 essentials resource website, whose access is available with every new book, includes links to the following add-ins: the Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); and SolverTable, which allows you to do sensitivity analysis. All of these add-ins have been revised for Excel 2010.

## Book Information

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## Customer Reviews

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.

I recently purchased the e-book version of Practical Management Science. The product description states that: "The essentials resource website, whose access is available with every new book, includes links to the following add-ins: the Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); and SolverTable, which allows you to do sensitivity analysis. All of these add-ins have been revised for Excel 2010." Not only did the kindle book not include access to these resources, it also did not include access to the multitude of .xlsx files around which all examples and instruction in the book is based. Without these files, the book's examples are mostly worthless and it is impossible to follow along with the text. I contacted Cengage customer service (1-800-354-9706) on April 16, 2013 to express my concerns and request access to the electronic resources. In my mind this was a very simple and straightforward request, requiring nothing more than a simple exchange of access-code information over the phone. After holding and talking with the representative for almost 30 minutes, the customer service representative informed me that there was nothing they could do and that it was not Cengage Learning's fault that their Practical Management Science product (sold by them through ) was dishonestly marketed. Instead, she recommended I return the version I already purchased and spent many hours annotating, to

instead purchase the book through Cengage Learning's website. This resolution is unacceptable and dishonest. I recommend others look elsewhere for instructional textbooks as both Cengage Learning's products and customer service are not acceptable.

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This will definitely teach you the principles of quantitative modeling

The description is misleading. The kindle version does NOT come with the access code. I had to pay an extra \$50 from cengagebrain to get the access code. I should have just purchased the actual book and saved money and the aggravation.

Very good entry level textbook on modeling

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Excellent book. Easy to use examples and a real help in using real world scenarios at work.

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