

Spreadsheet Modeling Decision Analysis By Cliff T Ragsdale 6th Edition

Spreadsheet Modeling & Decision AnalysisAise, Managerial Decision Modeling (Book Only)
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this unique book presents decision analysis in the context of mathematical modeling and game theory the author emphasizes and focuses on the model formulation and modeling building skills required for decision analysis as well as the technology to support the analysis the primary objective of decision analysis through modeling and game theory is illustrative in nature it sets the tone through the introduction to mathematical modeling the text provides a process for formally thinking about the problem and illustrates many scenarios and illustrative examples these techniques and this approach center on the fact a decision makers at all levels must be exposed to the tools and techniques available to help them in the decision process b decision makers as well as analysts need to have and use technology to assist in the entire analysis process c the interpretation and explanation of the results are crucial to understanding the strengths and limitations of modeling and d the interpretation and use of sensitivity analysis is essential the book begins with a look at decision making methods including probability and statistics methods under risk of uncertainty it moves to linear programming and multi attribute decision making methods with a discussion of weighting methods game theory is introduced through conflict games and zero sum or constant sum games nash equilibriums are next followed by utility theory evolutionary stable strategies lead to nash arbitration and cooperation methods and n person methods presented for both total and partial conflict games several real life examples and case studies using game theory are used throughout this book would be best used for a senior level course in mathematics operations research or graduate level courses or decision modeling courses offered in business schools the book will be of interest to departments offering mathematical modeling courses with any emphasis on modeling for decision making

this text focuses on how decision analysis can be used to support the managerial decision process it supports professors and students in the classroom with extensive case studies and

problem sets and with arborist software and documentation

health care systems are complex and as a result it is often unclear what the effects of changes in policy or service provision might be at the same time resources for health care tend to be in short supply which means that public health practitioners have to make difficult decisions this book describes the quantitative and qualitative methods that can help decision makers to structure and clarify difficult problems and to explore the implications of pursuing different options the accompanying cd rom provides the opportunity to try out some of the proposed solutions the book examines models and decision making in health care methods for clarifying complex decisions models for service planning and resource allocation modelling for evaluating changes in systems

a one of a kind guide to the best practices in decision analysis decision analysis provides powerful tools for addressing complex decisions that involve uncertainty and multiple objectives yet most training materials on the subject overlook the soft skills that are essential for success in the field this unique resource fills this gap in the decision analysis literature and features both soft personal interpersonal skills and the hard technical skills involving mathematics and modeling readers will learn how to identify and overcome the numerous challenges of decision making choose the appropriate decision process lead and manage teams and create value for their organization performing modeling analysis assessing risk and implementing decisions are also addressed throughout additional features include key insights gleaned from decision analysis applications and behavioral decision analysis research integrated coverage of the techniques of single and multiple objective decision analysis multiple qualitative and quantitative techniques presented for each key decision analysis task three substantive real world case studies illustrating diverse strategies for dealing with the challenges of decision making extensive references for mathematical proofs and advanced topics the handbook of decision analysis is an essential reference for academics and practitioners in various fields including business operations research engineering and science the book also serves as a supplement for courses at the upper undergraduate and graduate levels

portfolio decision analysis improved methods for resource allocation provides an extensive up to date coverage of decision analytic methods which help firms and public organizations allocate resources to lumpy investment opportunities while explicitly recognizing relevant financial and non financial evaluation criteria and the presence of alternative investment opportunities in particular it discusses the evolution of these methods presents new methodological advances and illustrates their use across several application domains the book offers a many faceted treatment of portfolio decision analysis pda among other things it i

synthesizes the state of play in pda ii describes novel methodologies iii fosters the deployment of these methodologies and iv contributes to the strengthening of research on pda portfolio problems are widely regarded as the single most important application context of decision analysis and with its extensive and unique coverage of these problems this book is a much needed addition to the literature the book also presents innovative treatments of new methodological approaches and their uses in applications the intended audience consists of practitioners and researchers who wish to gain a good understanding of portfolio decision analysis and insights into how pda methods can be leveraged in different application contexts the book can also be employed in courses at the post graduate level

cliff ragsdale is an innovator of the spreadsheet teaching revolution and is highly regarded in the field of management science the revised fifth edition of spreadsheet modeling and decision analysis retains the elements and philosophy that has made its past editions so successful new topics have been added as well as examples that are relevant to decision making in today s business world this version of spreadsheet modeling and decision analysis has been updated for use with microsoft office excel 2007 it provides succinct instruction in the most commonly used management science techniques and shows how these tools can be implemented using the most current version of excel for windows this text also focuses on developing both algebraic and spreadsheet modeling skills important notice media content referenced within the product description or the product text may not be available in the ebook version

the purpose of this book is to provide readers with an introduction to the fields of decision making location analysis and project and machine scheduling the combination of these topics is not an accident decision analysis can be used to investigate decision scenarios in general location analysis is one of the prime examples of decision making on the strategic level project scheduling is typically concerned with decision making on the tactical level and machine scheduling deals with decision making on the operational level some of the chapters were originally contributed by different authors and we have made every attempt to unify the notation style and most importantly the level of the exposition similar to our book on integer programming and network models eiselt and sandblom 2000 the emphasis of this volume is on models rather than solution methods this is particularly important in a book that purports to promote the science of decision making as such advanced undergraduate and graduate students as well as practitioners will find this volume beneficial while different authors prefer different degrees of mathematical sophistication we have made every possible attempt to unify the approaches provide clear explanations and make this volume accessible to as many readers as possible

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this book covers basic concepts of business statistics data analysis and management science in a spreadsheet environment practical applications are emphasized throughout the book for business decision making a comprehensive database is developed with marketing financial and production data already formatted on excel worksheets this shows how real data is used and decisions are made using excel as the basic software and including such add ins as phstat2 crystal ball and treeplan this book covers a wide variety of topics related to business statistics statistical thinking in business displaying and summarizing data random variables sampling regression analysis forecasting statistical quality control risk analysis and monte carlo simulation systems simulation modeling and analysis selection models and decision analysis optimization modeling and solving and analyzing optimization models for those employed in the fields of quality control management science operations management statistical science and those who need to interpret data to make informed business decisions

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Introduction

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