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cd rom contains all the spreadsheets referred to in the text as well as three  
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this highly esteemed text introduces readers to the key ideas of modeling and  
management decision making that will be important to them throughout their  
careers addressing the needs of readers interested in both business  
administration and decision science careers the book provides a conceptual  
foundation for all topics and the role of spreadsheet modeling techniques in the  
larger context of business decision making this text fully integrated excel  
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program

now in its fifth edition powell and baker s business analytics the art of modeling with spreadsheets provides students and business analysts with the technical knowledge and skill needed to develop real expertise in business modeling in this book the authors cover spreadsheet engineering management science and the modeling craft the briefness accessibility of this title offers opportunities to integrate other materials such as cases into the course it can be used in any number of courses or departments where modeling is a key skill

an accessible introduction to optimization analysis using spreadsheets updated and revised optimization modeling with spreadsheets third edition emphasizes model building skills in optimization analysis by emphasizing both spreadsheet modeling and optimization tools in the freely available microsoft office excel solver the book illustrates how to find solutions to real world optimization problems without needing additional specialized software the third edition includes many practical applications of optimization models as well as a systematic framework that illuminates the common structures found in many successful models with focused coverage on linear programming nonlinear programming integer programming and heuristic programming optimization modeling with spreadsheets third edition features an emphasis on model building using excel solver as well as appendices with additional instructions on more advanced packages such as analytic solver platform and opensolver additional space devoted to formulation principles and model building as opposed to algorithms new end of chapter homework exercises specifically for novice model builders presentation of the sensitivity toolkit for sensitivity analysis with excel solver classification of problem types to help readers see the broader possibilities for application specific chapters devoted to network models and data envelopment analysis a companion website with interactive spreadsheets and supplementary homework exercises for additional practice optimization modeling with spreadsheets third edition is an excellent textbook for upper undergraduate and graduate level courses that include deterministic models optimization spreadsheet modeling quantitative methods engineering management engineering modeling operations research and management science the book is an ideal reference for readers wishing to advance their knowledge of excel and modeling and is also a useful guide for mba students and modeling practitioners in business and non profit sectors interested in spreadsheet optimization

practical spreadsheet modeling using risk provides a guide of how to construct applied decision analysis models in spreadsheets the focus is on the use of monte carlo simulation to provide quantitative assessment of uncertainties and key risk drivers the book presents numerous examples based on real data and relevant practical decisions in a variety of settings including health care transportation finance natural resources technology manufacturing retail and sports and entertainment all examples involve decision problems where uncertainties make simulation modeling useful to obtain decision insights and explore alternative choices good spreadsheet modeling practices are highlighted the book is suitable for graduate students or advanced undergraduates in business public policy health care administration or any field amenable to simulation modeling of decision problems the book is also useful for applied practitioners seeking to build or enhance their spreadsheet modeling skills features step by step examples of spreadsheet modeling and risk analysis in a variety of fields description of probabilistic methods their theoretical foundations and their practical application in a spreadsheet

environment extensive example models and exercises based on real data and relevant decision problems comprehensive use of the risk software for simulation analysis including a free one year educational software license

this volume shows how spreadsheets are used in real life to model and analyse real business problems by modelling problems using spreadsheets from the outset the text prepares future managers for the types of problems they will encounter in their daily workload

successful business modeling is much more than a technical discipline it s an art and as in most professional disciplines you can tell the experts apart from the novices by the creativity they bring to the craft now with steve powell and ken baker s the art of modeling with spreadsheets second edition you can master the technical knowledge as well as those essential craft skills needed to develop real expertise in business modeling modeling in a problem solving framework basic excel skills advanced excel skills spreadsheet engineering analysis using spreadsheets data analysis for modeling regression analysis short term forecasting nonlinear optimization linear programming network models integer programming decision analysis monte carlo simulation optimization in simulation modeling cases

this book fills a void for a balanced approach to spreadsheet based decision modeling in addition to using spreadsheets as a tool to quickly set up and solve decision models the authors show how and why the methods work and combine the user s power to logically model and analyze diverse decision making scenarios with software based solutions the book discusses the fundamental concepts assumptions and limitations behind each decision modeling technique shows how each decision model works and illustrates the real world usefulness of each technique with many applications from both profit and nonprofit organizations the authors provide an introduction to managerial decision modeling linear programming models modeling applications and sensitivity analysis transportation assignment and network models integer goal and nonlinear programming models project management decision theory queuing models simulation modeling forecasting models and inventory control models the additional material files chapter 12 excel files for each chapter excel modules for windows excel modules for mac 4th edition errata can be found at [degruyter.com/view/product/486941](http://degruyter.com/view/product/486941)

the update to the second edition of management science the art of modeling with spreadsheets by steve powell and ken baker is revised to be compatible with microsoft excel 2007 like the original second edition the text expands upon the essential skills needed to develop real expertise in business modeling in principle two students could work side by side in a course one using the second edition and relying on excel 2003 the other using the update edition and relying on excel 2007 they will be able to learn the same skills as both versions of the book are self contained

for courses on decision modeling through the use of spreadsheets the perfect balance between decision modeling and spreadsheet use it s important that textbooks support decision modeling courses by combining student s ability to logically model and analyse diverse decision making scenarios with software based solution procedures balakrishnan offers the perfect balance of the decision modeling process and the use of spreadsheets to set up and solve decision models the full text downloaded to your computer with ebooks you can

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about the book this book is wholly dedicated to the art of exploratory spreadsheet modeling real problems that readers encounter on a day to day basis are presented with the aim of helping them derive applicable principles and link principles to practice users of this book will find it a refreshing learning guide and handy reference resource it offers 101 spreadsheet exercises and tools including a chapter featuring another 101 business challenges that readers can practice as modeling projects introduced for the first time in this third edition is a set of discovery points 46 in total they are included to enlighten readers and instructors on the underlying exploratory thinking employed in the exercises though the book can be used with different versions of microsoft excel libreoffice and openoffice calc and other spreadsheet application software this edition only presents excel 2010 13 spreadsheet features and functions and visual basic for application in its appendices the notes for older excel versions and openoffice calc and basic from the earlier editions and the newly added libreoffice calc and basic are now found in a new online learning center that accompanies this book completed spreadsheet workbooks in the different spreadsheet versions are also provided there this way the book should remain helpful for any person whether a novice beginner or expert to learn business modeling using basic and advanced spreadsheet features as well as macro programming new in this edition discovery points to better support underlying thinking and give pointers to guide business problem exploration these are more general than the comments in the concept sub section of exercises and they are ideas many experienced modelers use intuitively listed at the start of each chapter to help consolidate the learning for seasoned modelers and make it easier for instructors to impart the art of modeling to students these points can be used for self discovery class discussion and project team deliberations they can be applied to various settings and exercises found in this book problem sets provides a means to test students to ensure that learning has taken place at the correct pace a separate question sets of assignments quizzes and examinations apart from the exercises in the book these are simpler and more defined problems for students to practice and be evaluated on their spreadsheet skills the questions with given data are easier and the harder questions are marked with an asterisk target audience undergraduates graduate students and professionals involved in business development finance accounting and operations

offers a case study approach and integrates the use of excel this book includes a chapter on the art of modeling with spreadsheets it also includes crystal ball 2000 professional edition a management science online learning center and an excel add in called alver table for performing sensitivity analysis

practical spreadsheet modeling using risk provides a guide of how to construct applied decision analysis models in spreadsheets the focus is on the use of monte carlo simulation to provide quantitative assessment of uncertainties and key risk drivers the book presents numerous examples based on real data and

relevant practical decisions in a variety of settings including health care transportation finance natural resources technology manufacturing retail and sports and entertainment all examples involve decision problems where uncertainties make simulation modeling useful to obtain decision insights and explore alternative choices good spreadsheet modeling practices are highlighted the book is suitable for graduate students or advanced undergraduates in business public policy health care administration or any field amenable to simulation modeling of decision problems the book is also useful for applied practitioners seeking to build or enhance their spreadsheet modeling skills features step by step examples of spreadsheet modeling and risk analysis in a variety of fields description of probabilistic methods their theoretical foundations and their practical application in a spreadsheet environment extensive example models and exercises based on real data and relevant decision problems comprehensive use of the risk software for simulation analysis including a free one year educational software license

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