

Managerial Decision Modelling Ragsdale

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a properly structured financial model can provide decision makers with a powerful planning tool that helps them identify the consequences of their decisions before they are put into practice introduction to financial models for management and planning second edition enables professionals and students to learn how to develop and use computer based models for financial planning this volume provides critical tools for the financial toolbox then shows how to use them

tools to build successful models

business process modeling simulation and design third edition provides students with a comprehensive coverage of a range of analytical tools used to model analyze understand and ultimately design business processes the new edition of this very successful textbook includes a wide range of approaches such as graphical flowcharting tools cycle time and capacity analyses queuing models discrete event simulation simulation optimization and data mining for process analytics while most textbooks on business process management either focus on the intricacies of computer simulation or managerial aspects of business processes this textbook does both it presents the tools to design business processes and management techniques on operating them efficiently the book focuses on the use of discrete event simulation as the main tool for analyzing modeling and designing effective business processes the integration of graphic user friendly simulation software enables a systematic approach to create optimal designs

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

this volume includes the full proceedings from the 1991 academy of marketing science ams annual conference held in fort lauderdale florida the research and presentations offered in this volume cover many aspects of marketing science including marketing strategy consumer behavior international marketing services marketing marketing education among others founded in 1971 the academy of marketing science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice among its services to members and the community at large the academy offers conferences congresses and symposia that attract delegates from around the world presentations from these events are published in this proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field volumes deliver cutting edge research and insights complimenting the academy s flagship journals the journal of the academy of marketing science jams and ams review volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

intends to present advanced studies in the application of forecasting methodologies to such areas as sales marketing and strategic decision making this title includes topics such as sales and marketing forecasting new product forecasting judgmentally based forecasting the application of surveys to forecasting and sales response models

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