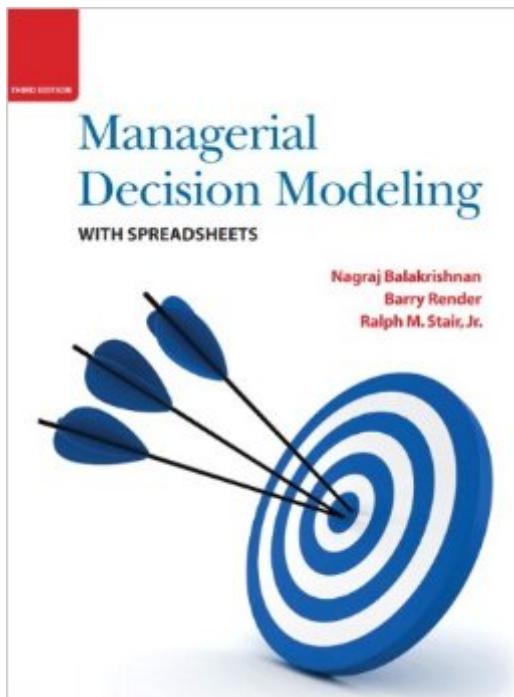


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Managerial Decision Modeling With Spreadsheets (3rd Edition)



Synopsis

Balakrishnan offers the perfect balance of the decision modeling process and the use of spreadsheets to set up and solve decision models. The third edition has been updated to reflect the latest version of Excel.

Book Information

Hardcover: 608 pages

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Average Customer Review: 3.4 out of 5 stars (See all reviews) (31 customer reviews)

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Customer Reviews

This is one of the best textbooks that I have had. Not only is it useful for the class, but it is useful in the real world. So much that a few classes later, I found that this was of better use than the textbooks that were for the class that I was in. A comprehensive guide to explain the decision models and examples to help you make your own to fit your necessary application.

Its a good textbook, and far better than some I have dealt with in the past. The instructor PowerPoint slides generally do a good job covering the material, but I will be keeping it just for reference.

This book is an outstanding guide to using Excel for decision making. It is one of the very few books that I have read from cover to cover. It does not waste the reader's time with theory, but concentrates on the practical issues. It represents very good value for money.

This book was meant for use within a university classroom setting. Surprisingly, unlike most

textbooks, you can actually use this book in the real world. For example, a lot of business plan books and articles casually mention business forecasting. Unfortunately, the large majority of them barely mention any details on how to construct them. Well this book covers it in depth. As for other applications with the use of MS Excel, the book will show you the optimal amount of money you should put down into a select number of investments, how to perform project scheduling (with out MS Project), and the list goes on....This is a good book.

If you're looking for a beginner's level book on managerial decision modeling (e.g. linear programming, integer programming, transportation models, queueing models, game theory, goal programming, sensitivity analysis, monte carlo simulations, etc) this is a great book. There's two things I really like about it:1) screenshots of step-by-step in Excel that are actually easy to follow2) summary text in the margin on every page so you don't even have to read the full body text if you want to skim.

This is one of the best textbooks I have read. Although the subject matter can be difficult for the average student, the text clearly illustrates the concepts and how to solve them using Microsoft Excel. And I have found almost no errors in this book. It is truly outstanding and I strongly recommend it to anyone who wants to learn how to use Linear Programming techniques to solve real world problems.

This is an international version. Ch 4 is missing!

DON'T BUY THE INTERNATIONAL EDITION!!! IT IS MISSING A WHOLE CHAPTER (Chapter 4 Linear Programming Sensitivity Analysis.)SELLER named "Describing Books" REFUSES TO REFUND AFTER 30 DAYS! (You don't find out it's missing until you need it!!!)

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