



An Introduction to Management Science: Quantitative Approach to Decision Making (Thirteenth Edition)

By David R. Anderson, Dennis J. Sweeney, R. Kipp Martin, Thomas A. Williams

South Western/Cengage Learning India, 2012. Softcover. Book Condition: New. 5th or later edition. Introduce your students to management science techniques with the thorough, applications-oriented coverage you can trust from the definitive leader in traditional management science texts. The best-selling Anderson/Sweeney/Williams/Martin`s INTRODUCTION TO MANAGEMENT SCIENCE: A QUANTITATIVE APPROACH TO DECISION MAKING, 13E, has helped define the topical coverage presented within today`s management science course curriculum. This book provides a thorough grounding in management science techniques with a readable presentation style and a wealth of examples drawn from a variety of businesses throughout the world. Students learn the techniques and refine their problem solving skills with realistic problems that continue to set this established leader apart. Every new edition now includes the highly respected LINGO 10 software that is integrated with text problems to help you develop the skills to use this, Microsoft® Excel, and many other valuable software packages to resolve management science problems. In response to feedback from instructors like you, this edition now places greater emphasis on the applications of management science and use of computer software with much of the focus on algorithms moved to optional chapters on the accompanying Student CD for your flexibility. As always, the well-respected...



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