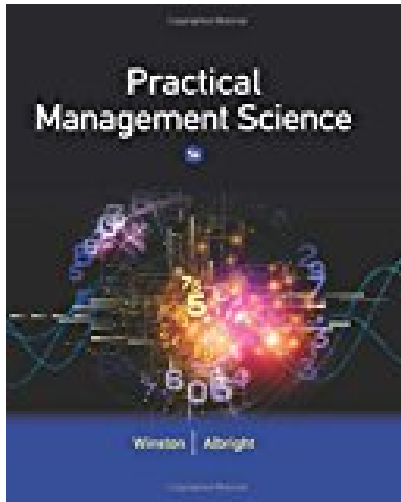


Practical Management Science



BOOK DETAILS

- Author : Wayne L. Winston
- Pages : 888 Pages
- Publisher : South-Western College Pub
- Language : English
- ISBN : 1305250907

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BOOK SYNOPSIS

This text takes an active-learning approach, providing numerous examples and problems so students can practice extensively with a concept before moving on. Four types of problems--skill-building, skill-extending, modeling, and cases--are graded within sections and chapters to help instructors assign homework. Another important feature is the way that the text integrates modeling into all functional areas of business: finance, marketing, operations management using real examples and real data. The text emphasizes modeling over algebraic formulations and memorization of particular models. Shell files are also provided so that instructors can give students as much or as little information as they need. This edition has been revised to be compatible with Excel 2010 and the corresponding add-ins for Excel 2010. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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