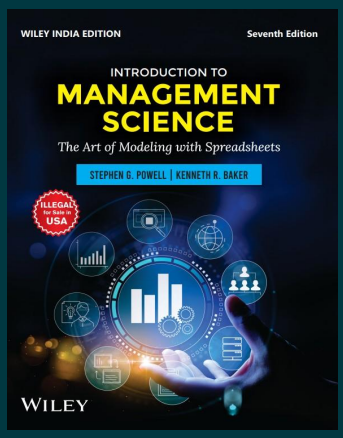
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Introduction to Management Science: The Art of Modeling with Spreadsheets, 5ed

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Description

Introduction to Management Science 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.

About the Author

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Steve Powell is a Professor at the Tuck School of Business at Dartmouth College. His primary research interest lies in modeling production and service processes, but he has also been active in research in energy economics, marketing, and operations. At Tuck, he has developed a variety of courses in management science, including the core Decision Science course and electives in the Art of Modeling, Business Analytics, and Simulation. He originated the Teacher's Forum column in Interfaces, and he has written a number of articles on teaching modeling to practitioners. He was the Academic Director of the annual INFORMS Teaching of Management Science Workshops. In 2001, he was awarded the INFORMS Prize for the Teaching of Operations Research/Management Science Practice. Along with Ken Baker, he has directed the Spreadsheet Engineering Research Project. In 2008, he co-authored Modeling for Insight: A Master Class for Business Analysts with Robert J. Batt.

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