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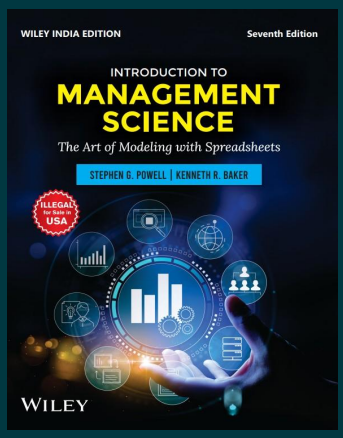

Introduction to Management Science: The Art of Modeling with Spreadsheets, 5ed

By Stephen G. Powell, Kenneth R. Baker

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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

Stephen G. Powell, Kenneth R. Baker

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.

Ken Baker is a faculty member at Dartmouth College. He is currently the Nathaniel Leverone Professor of Management at the Tuck School of Business and Adjunct Professor at the Thayer School of Engineering. At Dartmouth, he has taught courses related to Management Science, Decision Support Systems, Manufacturing Management, and Environmental Management. Along with Steve Powell, he has directed the Spreadsheet Engineering Research Project. He is the author of two other textbooks, Optimization Modeling with Spreadsheets and Principles of Sequencing and Scheduling (with Dan Trietsch), in addition to a variety of technical articles. He has served as the Tuck School's Associate Dean and as the Co-Director of the Master's Program in Engineering Management.

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