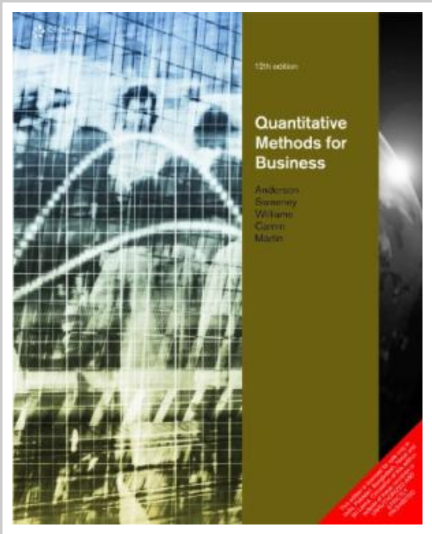

Quantitative Methods for Business (Twelve Edition)

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

South Western/Cengage Learning India, 2013. Softcover. Book Condition: New. 5th or later edition. Provide your students with a strong conceptual understanding of the critical role that quantitative methods play in today`s decision-making process with the well-respected QUANTITATIVE METHODS FOR BUSINESS, 12E, by award-winning authors Anderson/Sweeney/Williams/Camm/Martin. This text describes the many quantitative methods that have been developed over the years, explains how they work, and shows how the decision-maker can apply and interpret data. Written with the non-mathematician in mind, this text is applications-oriented. Its "Problem-Scenario Approach" motivates and helps students understand and apply mathematical concepts and techniques. In addition, the managerial orientation motivates students by using examples that illustrate situations in which quantitative methods are useful in decision making. Tables of Contents:- Introduction. 2. Introduction to Probability. 3. Probability Distributions. 4. Decision Analysis. 5. Utility and Game Theory. 6. Forecasting. 7. Introduction to Linear Programming. 8. Linear Programming: Sensitivity Analysis and Interpretation of Solution. 9. Linear Programming Applications in Marketing, Finance, and Operations Management. 10. Distribution and Network Models. 11. Integer Linear Programming. 12. Advanced Optimization Applications 13. Project Scheduling: PERT/CPM. 14. Inventory Models. 15. Waiting Line Models. 16. Simulation. 17. Markov Processes. Appendixes A-G. Index. Printed Pages: 908.

Reviews

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