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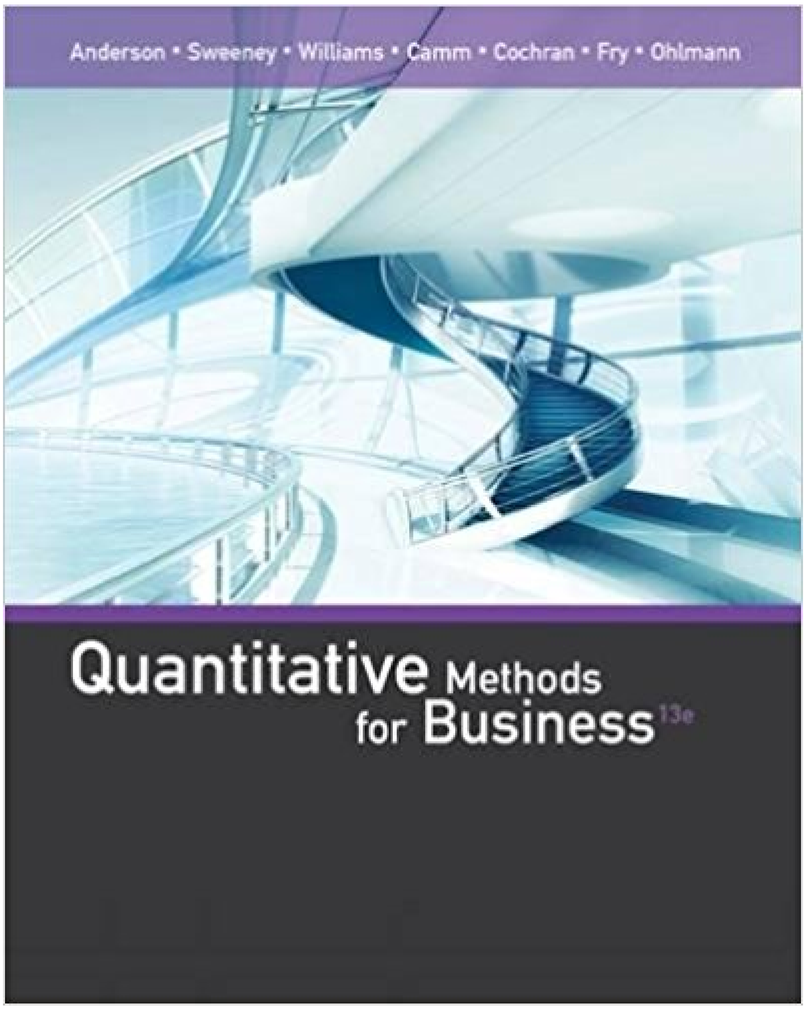
Quantitative Methods For Business



Synopsis

You don’t have to be a mathematician to maximize the power of quantitative methods. Written for the current?or future?business professional, QUANTITATIVE METHODS FOR BUSINESS, 13E makes it easy for you to understand how you can most effectively use quantitative methods to make smart, successful decisions. The book’s hallmark problem-scenario approach guides you step by step through the application of mathematical concepts and techniques. Memorable real-life examples demonstrate how and when to use the methods found in the book, while instant online access provides you with Excel worksheets, LINGO, and the Excel add-in Analytic Solver Platform. The chapter on simulation includes a more elaborate treatment of uncertainty by using Microsoft Excel to develop spreadsheet simulation models. The new edition also includes a more holistic approach to variability in project management. Completely up to date, QUANTITATIVE METHODS FOR BUSINESS, 13E reflects the latest trends, issues, and practices from the field.

Book Information

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Customer Reviews

Dr. David R. Anderson is a textbook author and Professor Emeritus of Quantitative Analysis in the College of Business Administration at the University of Cincinnati. He has served as head of the Department of Quantitative Analysis and Operations Management and as Associate Dean of the College of Business Administration. He was also coordinator of the College’s first Executive Program. In addition to introductory statistics for business students, Dr. Anderson has taught graduate-level courses in regression analysis, multivariate analysis, and management science. He also has taught statistical courses at the Department of Labor in Washington, D.C. Professor

Anderson has received numerous honors for excellence in teaching and service to student organizations. He is the coauthor of ten textbooks related to decision sciences and actively consults with businesses in the areas of sampling and statistical methods. Born in Grand Forks, North Dakota, he earned his BS, MS, and PhD degrees from Purdue University.Dr. Dennis J. Sweeney is a leading textbook author, Professor Emeritus of Quantitative Analysis, and founder of the Center for Productivity Improvement at the University of Cincinnati. He also served five years as head of the Department of Quantitative Analysis and four years as Associate Dean of the College of Business Administration. In addition, Dr. Sweeney has worked in the management science group at Procter & Gamble and has been a visiting professor at Duke University. Dr. Sweeney has published more than 30 articles in the area of management science and statistics. The National Science Foundation, IBM, Procter & Gamble, Federated Department Stores, Kroger, and Cincinnati Gas & Electric have funded his research, which has been published in Management Science, Operations Research, Mathematical Programming, Decision Sciences, and other respected journals. Dr. Sweeney is the co-author of ten textbooks in the areas of statistics, management science, linear programming, and production and operations management. Born in Des Moines, Iowa, he earned a B.S. degree from Drake University, graduating summa cum laude. He received his M.B.A. and D.B.A. degrees from Indiana University, where he was an NDEA Fellow.Dr. Thomas A. Williams is a well respected textbook author and Professor Emeritus of Management Science in the College of Business at Rochester Institute of Technology, where he was the first chairman of the Decision Sciences Department. He taught courses in management science and statistics, as well as graduate courses in regression and decision analysis. Before joining the College of Business at RIT, Dr. Williams served for seven years as a faculty member in the College of Business Administration at the University of Cincinnati, where he developed the undergraduate program in Information Systems and served as its coordinator. The co-author of 11 leading textbooks in the areas of management science, statistics, production and operations management, and mathematics, Dr. Williams has been a consultant for numerous Fortune 500 companies and has worked on projects ranging from the use of data analysis to the development of large-scale regression models. He earned his B.S. degree at Clarkson University and completed his graduate work at Rensselaer Polytechnic Institute, where he received his M.S. and Ph.D. degrees.Jeffrey D. Camm is the Inmar Presidential Chair and Associate Dean of Analytics in the School of Business at Wake Forest University. Born in Cincinnati, Ohio, he holds a B.S. from Xavier University in Ohio, and a Ph.D. from Clemson University. Prior to joining the faculty at Wake Forest, he served on the faculty of the University of Cincinnati. He has also been a visiting scholar at Stanford University and a visiting professor of business administration at the Tuck School of Business at Dartmouth College. Dr. Camm has published more than 30 papers in the general area of optimization applied to problems in operations management and marketing. He has published his research in Science, Management Science, Operations Research, Interfaces, and other professional journals. Dr. Camm was named the Dornoff Fellow of Teaching Excellence at the University of Cincinnati and he was the 2006 recipient of the INFORMS Prize for the Teaching of Operations Research Practice. A firm believer in practicing what he preaches, he has served as an operations research consultant to numerous companies and government agencies. From 2005 to 2010 he served as editor-in-chief of Interfaces and has also served on the editorial board of INFORMS Transactions on Education.James J. Cochran is Professor of Applied Statistics and the Rogers-Spivey Faculty Fellow at the University of Alabama. Born in Dayton, Ohio, he earned his B.S., M.S., and M.B.A. degrees from Wright State University and a Ph.D. from the University of Cincinnati. He has been at the University of Alabama since 2014 and has been a visiting scholar at Stanford University, Universidad de Talca, the University of South Africa and Pole Universitaire Leonard de Vinci.

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