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This text emphasizes balancing the theory behind decision modeling and the use of spreadsheets to easily set up and solve these models. From a managerial perspective, the purpose of decision modeling is to gain insight into the problem, not the detailed mechanics of the solution process.

Managerial Decision Modeling with Spreadsheets, 3/e

For courses on decision modeling through the use of spreadsheets. The perfect balance between decision modeling and spreadsheet use. It's important that textbooks support decision modeling courses by combining student's ability to logically model and analyze diverse decision-making scenarios with software-based solution procedures.

Managerial Decision Modeling With Spreadsheets

Managerial Decision Modeling with Spreadsheets: International Edition, 3rd Edition
Nagraj Balakrishnan, Graduate School of Business, Rollins College Barry Render,
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Filling a void for a balanced approach to spreadsheet based decision modeling, this volume builds on the traditions and strengths of Render and Stair's "Quantitative Methods for Management, " a recognized and proven leader in teaching decision modeling.

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Contents. This book fills a void for a balanced approach to spreadsheet-based decision modeling. In addition to using spreadsheets as a tool to quickly set up and solve decision models, the authors show how and why the methods work and combine the user's power to logically model and analyze diverse decision-making scenarios with software-based solutions.

Managerial Decision Modeling : Business Analytics with ...

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Bing: Managerial Decision Modeling With Spreadsheets

Filling a void for a balanced approach to spreadsheet based decision modeling, this volume builds on the traditions and strengths of Render and Stair's Quantitative Methods for Management, a recognized and proven leader in teaching decision modeling.

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Managerial Decision Modeling with Spreadsheets

Role of Spreadsheets in Decision Modeling • Computers are an integral part of decision making. • Spreadsheet packages - - Are capable of handling management decision modeling techniques.

Managerial Decision Modeling with Spreadsheets 3rd edition ...

Synopsis Balakrishnan offers the perfect balance of the decision modeling process and the use of spreadsheets to set up and solve decision models. The third edition has been updated to reflect the latest version of Excel. "synopsis" may belong to another edition of this title.

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