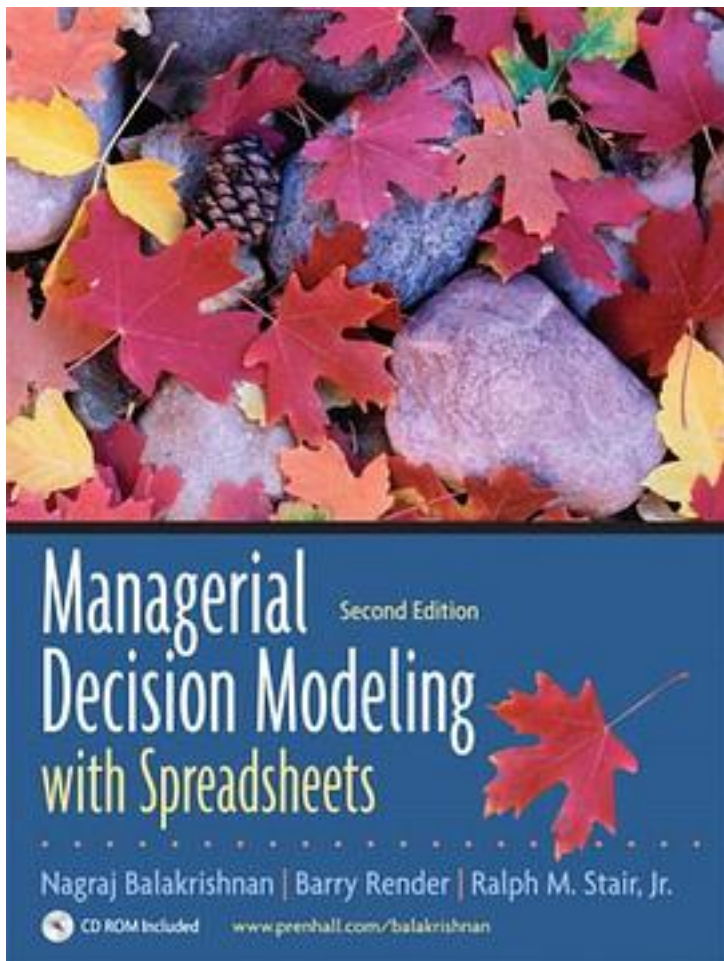


Managerial Decision Modeling With Spreadsheets



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著者:Balakrishnan, Nagraj/ Render, Barry/ Stair, Ralph M.

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For undergraduate or graduate spreadsheet based courses in Management Science, Decision Modeling, Quantitative Methods, or Operations Research. 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.

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目录:

[Managerial Decision Modeling With Spreadsheets_ 下载链接1](#)

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