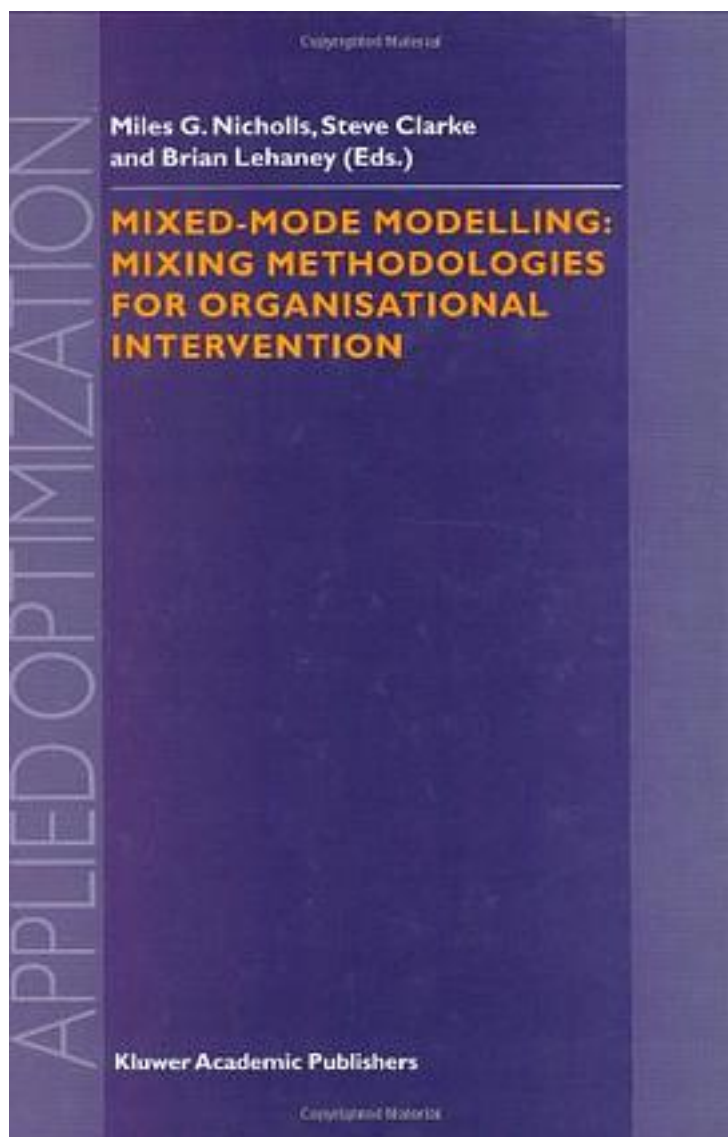


Mixed-mode Modelling



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出版者:Kluwer Academic Pub

出版时间:2001-10

装帧:HRD

isbn:9780792371519

Whilst traditional operational research and management science texts have covered the highly quantitative aspects of business modelling, they have tended to ignore the important issues surrounding the engagement of people in the development of models and implementation of policies that arise from debate. Where texts have covered both areas, they have tended to be dealt with in isolation from each other. Now, for the first time, this new text brings together these key considerations in a series of chapters, each of which outlines a particular approach to mixed mode modelling. This book deals with the theory and practice of this new way of addressing business problems. Audience: The book is aimed at a wide-ranging audience, but will be especially useful to MBA students who require a mix of business and academic approaches to their work. Undergraduate business and management science students will also find the book useful, as will business people who want to examine their own processes more carefully.

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