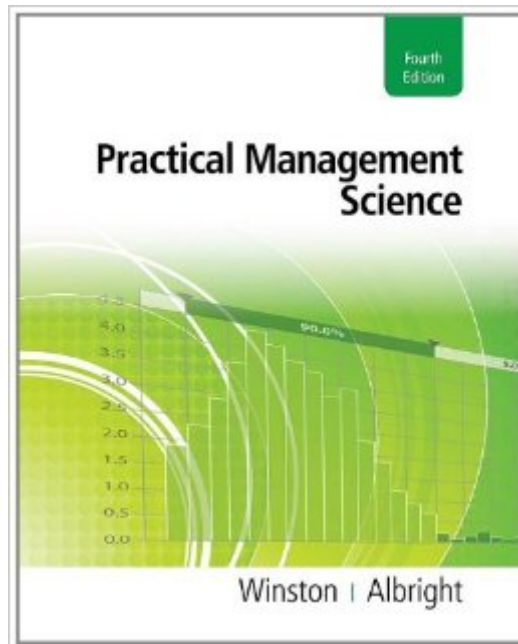


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Practical Management Science (with Essential Textbook Resources Printed Access Card)



Synopsis

Easy to understand and to the point, PRACTICAL MANAGEMENT SCIENCE uses an active-learning approach and realistic problems to help you understand and take advantage of the power of spreadsheet modeling. With real examples and problems drawn from finance, marketing, and operations research, you will easily come to see how management science applies to your chosen profession and how you can use it on the job. The authors emphasize modeling over algebraic formulations and memorization of particular models. The essentials resource website, whose access is available with every new book, includes links to the following add-ins: the Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); and SolverTable, which allows you to do sensitivity analysis. All of these add-ins have been revised for Excel 2010.

Book Information

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Customer Reviews

I recently purchased the e-book version of Practical Management Science. The product description states that: "The essentials resource website, whose access is available with every new book, includes links to the following add-ins: the Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); and SolverTable, which allows you to do sensitivity analysis. All of these add-ins have been revised for Excel 2010." Not only did the kindle book not include access to these resources, it also did not include access to the multitude of .xlsx files around which all examples and instruction in the book is based. Without these files, the

book's examples are mostly worthless and it is impossible to follow along with the text. I contacted Cengage customer service (1-800-354-9706) on April 16, 2013 to express my concerns and request access to the electronic resources. In my mind this was a very simple and straightforward request, requiring nothing more than a simple exchange of access-code information over the phone. After holding and talking with the representative for almost 30 minutes, the customer service representative informed me that there was nothing they could do and that it was not Cengage Learning's fault that their Practical Management Science product (sold by them through) was dishonestly marketed. Instead, she recommended I return the version I already purchased and spent many hours annotating, to instead purchase the book through Cengage Learning's website. This resolution is unacceptable and dishonest. I recommend others look elsewhere for instructional textbooks as both Cengage Learning's products and customer service are not acceptable.

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If you are looking for an advanced excel spreadsheet modeling book, then look no further. I thought I was fairly decent at Excel until I started to do problems in this book. They can be as hard as any college level computer science problems. Excel, it turns out, is far more powerful than I thought and my knowledge of it was only at the tip of the iceberg of what it can do. This book can humble you.

This is not for those who only want to learn the basic Excel. This book does NOT cover VB.net or C# Excel programming. It does, however, extensively cover solving real business problems using Excel Solver, Regression, and other analytical tools. I highly recommend this for those who use Excel extensively at work and want to raise their own capabilities to a higher level by unleashing the power of Excel. Pros: 1) Fantastic coverage of Excel features from the very basic to the very advanced. 2) Tons of relevant and DIFFICULT business problems with Excel sample solutions. 3) Downloadable Excel templates for exercises, problems, and cases. 4) Downloadable software such as StatsTools, PrecisionTree, TopRank, Evolver, and NeuralTools. The software comes with the new edition. The software, however, are not really necessary. They just make using Excel easier for statistical analysis such as advanced regression. Cons: 1) Does not cover Excel programming using VB.net or C#. In fairness, that requires writing another book. But a brief coverage of exactly what Excel can do when combined with .Net and RDBMS should've been included. 2) Assumes you already have fairly strong knowledge of statistics and regression for chapters involving regression.

This book was required for a business intelligence course I took. This book has multiple pictures but skips so many steps! I took a hybrid class and much of the material required you to teach yourself and this book was no help. It took an hour for my teacher to figure out what the missing step is. I almost dropped the course because I was so completely lost. However, I wasn't the only lost student so the professor discontinued use of this book after the first test. He dropped that test accordingly and lectured from a different book for the rest of the semester.

Excellent book. Easy to use examples and a real help in using real world scenarios at work.

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