

<<运筹管理分析>>

图书基本信息

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内容概要

市场上有很多优秀的运筹管理教材，也有很多Excel的使用手册，但没有一本书能将其二者有机地结合。

Excel能更好地帮助分析如何解决问题，且本书中的很多方法在传统的运筹管理教材中还未包括。本书不仅讲授了简化分析业务管理的问题，还更深层次地探究了它的细节。

本书主要集中于构造和解决运筹管理问题，但是这些方法也可以应用到其他决策中去。本书尽量像实际生活中一样多角度地考虑问题，而不是如一般运筹管理教材一样简单地从一个角度出发。

三位作者各有特长，优势互补，或者荣获过很多教学奖项，或者写过多本畅销教材。他们的研究领域也各有侧重，有的有从事运筹和经济管理的多年教学经验，有的擅长写计算机导向的贸易教材，有的有较深的数学和统计学功底。

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媒体关注与评论

书评运筹管理研究的是商品生产和服务中的变化过程。

本书讲授的是如何用Excel分析管理中的问题，使决策者能更好更容易地作出决定。

当今的竞争和风云变幻的全球市场使掌握相关的定量的建模方法成为当务之急，所以管理者应当掌握更新更强大的管理工具。

用Excel建构模型，可以解决学习运筹管理时最令人头痛的计算繁琐问题。

然而本书又强调了决策的做出需要仔细地思考和构思，避免了只能用Excel作简单计算的错觉。

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