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<<数据、模型与决策>>

图书基本信息

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内容概要

伯纳德·W·泰勒编著的《数据模型与决策(英文版第10版)》力图从简单、易懂和实用的角度讲解抽象和复杂的问题。
对于管理科学中的建模方法、求解技巧的数学步骤，《数据模型与决策(英文版第10版)》用大量现实的和在当今商业领域中广泛使用的例子加以详解，对通过计算机求解模型也列举了大量的例子。

●框架清晰 前10章集中介绍了与数学规划相关的内容，即通过
Excel电子表格来解决问题，包括线性、整数、非线性、目标规划和网络图方法。
第11～13章介绍随机思想，包括决策分析、排队论和仿真。
第14和15章介绍了有关运营管理的预测和库存专题。

·Excel电子表格求解
延续之前版本的风格，强调使用Excel电子表格求解的重要性。

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作者简介

美国弗吉尼亚理工大学Pamplin商学院管理科学讲座教授、商务信息技术系主任，拥有佐治亚大学博士学位。
曾担任美国决策科学学会(DSI)会长，并获该学会杰出服务奖。
在《运筹学》、《管理科学》、《决策科学》、《工业工程师协会汇刊》等国际一流学术刊物上发表论文80余篇。
他与人合作发表在《决策科学》上的有关日本看板系统的论文因对生产与运营管理领域的贡献而获得Slanley
T.Hardy奖。

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章节摘录

版权页：插图：Management science is a recognized and established discipline in business. The applica-tions of management science techniques are widespread, and they have been frequentlycredited with increasing the efficiency and productivity of business firms. In various sur-veys of businesses, many indicate that they use management science techniques, and mostrate the results to be very good. Management science （also referred to as operations research,quantitative methods, quantitative analysis, and decision sciences） is part of the fundamentalcurriculum of most programs in business. As you proceed through the various management science models and techniques con-tained in this text, you should remember several things. First,'m0st of the examples pre-sented in this text are for business organizations because businesses represent the mainusers of management science. However, management science techniques can be applied tosolve problems in different types of organizations, including services, government, mili-tary, business and industry, and health care.

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