

<<企业数量分析>>

图书基本信息

书名：<<企业数量分析>>

13位ISBN编号：9787810444705

10位ISBN编号：7810444700

出版时间：1998-08

出版时间：东北财经大学出版社

作者：博迪利,等(美)

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<企业数量分析>>

书籍目录

C O N T E N T S

Chapter I Proactive

Decision Making

Routine Decisions

The Challenges of Proactive

Decision Making

Alternatives

Assumptions-Structure

Assumptions-Assessments

Performance

Summary

Chapter 2 Alternatives

Small Number of Alternatives

Sequential Decisions

A Single Decision Quantity

Two or More Decision Quantities

Decision Rules

Summary

Chapter 3 Structuring Assumptions  
in Decision Making

Structuring Relationships Using an  
Influence Diagram

Structuring a Sequence of Decisions  
and Uncertainties Using a

Decision Tree

Influence Diagrams with

Uncertain Quantities

Final Examples of How to Develop an  
Influence Diagram

The Use of Influence Diagrams and  
Decision Trees

Case: Destiny Consulting Group

Chapter 4 Assessment

Sensitivity Analysis

The Language of Probability

Uncertainties with a Few

Potential Outcomes

Uncertainties with Many

Potential Outcomes

Summary Measures of

Probability Distributions

Deriving the Probability Distribution  
for Performance

Summary

Chapter 5 Performance

<<企业数量分析>>

Relevant Monetary Flows  
 Evaluating Alternatives  
 under Uncertainty  
 Few Potential Outcomes  
 Many Potential Outcomes  
 Summary  
 Chapter 6 Risk Management  
 Value of Information  
 Perfect Information  
 Imperfect Information  
 Value of Control  
 Perfect Control  
 Control of Continuously  
 Ranging Quantities  
 Adding Value and Reducing Risk  
 Summary  
 Chapter 7 Evaluating  
 Multiperiod Performance  
 Cash Flow  
 An Example  
 Time Value of Money  
 Accumulated Value  
 Present Value and Net Present Value  
 Formulas for Accumulated and Present  
 Value Calculations  
 Streams in Perpetuity  
 Pretax versus Aftertax Analyses  
 The Reinvestment Rate  
 Hurdle Rate  
 Internal Rate of Return  
 Nominal versus Effective Rates  
 of Return  
 Chapter 8 Multiobjective and  
 Multistakeholder Choice  
 The Generic Choice Problem  
 Example  
 First-Round Eliminations  
 Dominance  
 Decision Rules without Trade-  
 off Judgments  
 The Lexicographic Rule  
 Satisficing  
 Rate and Weight: Linear Additive  
 Scoring Rules  
 Rating Alternatives  
 Weighting Attributes  
 Assumptions of Rate and Weight

<<企业数量分析>>

Multiple Stakeholder Problems  
Appendix I Comments on the  
Dependence of Weights on the  
Scaling of Attributes  
Exercises  
Chapter 9 Risk Preference  
and Utility  
The Utility of  
Monetary Consequences  
Risk Aversion  
Constant Risk Aversion: Negative  
Exponential Utility  
Decreasing Risk Aversion:  
Logarithmic Utility  
Using a Utility Curve for Risk  
Analysis  
Separation of Risk-Return and Mean-  
Variance Analysis  
Corporate Risk Policy  
Exercises  
Chapter 10 Competitor Analysis  
Characterizing Competitive  
Situations  
Matrix Format  
Classical Structures  
No (or Little) Conflict  
Prisoner's Dilemma  
Preemption  
Summary  
Chapter 11 Probability  
Distributions  
The Language of Probability  
Distributions  
The Probability Mass Function  
The Cumulative Distribution  
Function -  $F(x)$ ,  
Continuous and Many-Valued  
Uncertain Quantities  
Assessment: Capturing Personal  
Judgment  
An Example of Assessing a  
Probability Distribution  
Assessment: Using Historical Data as  
a Guide  
Identifying Suitable Data  
Using the Suitable Data as a Guide  
Adjusting Data for One

<<企业数量分析>>

Distinguishing Factor  
Assessment: Appealing to Underlying  
Structure  
The Binomial Distribution  
The Normal Distribution  
The Poisson Distribution  
The Exponential Distribution  
Subjective Biases and Assessment  
Summary  
Chapter 12 Sampling  
Forecasting Sample Results  
Forecasting a Sample Average  
Forecasting a Sample Proportion  
Using Sample Results to Draw  
Inferences about the Underlying  
Probability Distribution  
Inferences about the Mean of  
the Underlying Probability  
Distribution  
Inferences about the  
Underlying Probability  
Using Sample Results to Forecast Future  
Sample Results  
Using Sample Results to Forecast a  
Future Sample Average  
Using Sample Results to Forecast a  
Future Sample Proportion  
Summary 198  
Chapter 13 Time-Series Forecasting  
Basic Approaches for  
One-Period Forecasts  
Simple Approaches  
Moving Average  
Smoothed Average  
Comparison of Forecasts  
Precision  
Bias  
Exploiting Multiperiod Patterns  
Treating Seasonality  
Deseasonalizing a Time Series  
Forecasting the  
Deseasonalized Series  
Reseasonalizing the Forecast  
Generating the Probability  
Distribution Forecast  
Decomposition of Time Series  
into Seasonality and

<<企业数量分析>>

Trend Components  
Separating out Seasonality  
Extrapolating Trend and  
Cycle Components  
Holt's Model: Exponential Smoothing  
with Trend  
Winter's Model: Exponential Smoothing  
with Trend and Seasonality  
Other Advanced Techniques  
Considerations in Preparing and Using  
a Forecast  
Chapter 14 Regression: Forecasting  
Using Explanatory Factors  
The Simple Linear Model  
Fitting the Model Using  
"Least Squares"  
Important Properties of the Least-Squares  
Regression Line  
Summary Regression Statistics  
Standard Error of Estimate  
Adjusted R Square  
Standard Error of the Coefficients  
Assumptions behind the Linear  
Regression Model  
Linearity  
Independence  
Homoscedasticity  
Normality  
Summary of  
Regression Assumptions  
Model-Building Philosophy  
Uses of the Linear Model  
Nature of the Relationship  
among Variables  
The Importance of the Underlying  
Relationship to the Use of  
the Model  
Model-Building Procedure  
Common Mistakes  
Summary  
Forecasting Using the Linear  
Regression Model  
Point Forecast  
Interval Forecast  
Analogy to Simple Random  
Sampling  
Using Dummy Variables to Represent

## &lt;&lt;企业数量分析&gt;&gt;

Categorical Variables

Example

Dummy Variables for More than  
Two Groups

Useful Data Transformations

Example

Choosing a Transformation

Transforming the Y-Variable

Chapter 15 Discrete-Event  
Simulation

An Example Application of  
Discrete-Event Simulation

The Model

Important Issues in Discrete-  
Event Simulation

Calibrating the Uncertainties

Validating the Model

Avoiding Peculiarities Associated with  
Start-up

Terminating the Model Run

Summary

Chapter 16 Introduction to

Optimization Models

Transforming an Evaluation Model into an  
Optimization Model

Example 1: Optimal Order

Quantity

Example 2: Product Mix Planning

Example 3: Facility Location

Summary of Examples

Categorizing and Solving Optimization  
Models

Example 1: Nonlinear Programming

Example 2: Linear Programming

Example 3: Integer Programming

Uncertainty in Optimization Models:

Sensitivity Analysis

Lagrange Multipliers

Linear Programming Models

Building an Optimization Model  
from Scratch

Chapter 17 The Mathematics  
of Optimization

Algebraic Framework for  
Optimization Models

Functions

General Structure of an

## &lt;&lt;企业数量分析&gt;&gt;

Optimization Model

Integer Programming

Linear Programming (LP)

Graphical Representation of

Example 2

The Simplex Algorithm

Some Final Comments on the Simplex

Algorithm and LP

Karmarkar's Algorithm: An Alternative

Approach to Solving

LP Models

Nonlinear Programming (NLP)

Levers to Control the GS

Solution Approach

Integer Programming (IP)

Final Observations: LP, NLP, and IP

Summary

Cases

Case 1: American Lawbook

Corporation (A)

Case 2: American Lawbook

Corporation (B)

Case 3: Amore Prozen Foods

Case 4: Athens Glass Works

Case 5: Buckeye Power & Light

Company

Case 6: Buckeye Power & Light

Company Supplement

Case 7: California Oil Company

Case 8: C.K. Coolidge, Inc. (A)

Case 9: The Commerce Tavern

Case 10: CyberLab: A New Business

Opportunity for PRICO (A)

Case 11: CyberLab: Supplement

Case 12: CyberLab: A New Business

Opportunity for PRICO (B)

Case 13: Dhahran Roads (A)

Case 14 Dhahran Roads (B)

Case 15: Discounted Cash1

Flow Exercises

Case 16, Edgcomb Metals (A)

Case 17: Florida Glass Company (A)

Case 18: Florida Glass Company (A)

Supplement

Case 19: Foulke Consumer

Products, Inc.

Case 20: Foulke Consumer



## &lt;&lt;企业数量分析&gt;&gt;

Products, Inc., Supplement  
Case 21: Freemark Abbey Winery  
Case 22: Galaxy Micro Systems  
Case 23: Galaxy Micro Systems  
Supplement  
Case 24: George's T-Shirts  
Case 25: Harimann International  
Case 26: Hightower Department Stores:  
Imported Stuffed Animals  
Case 27: International Guidance  
and Controls  
Case 28: Jade Shampoo (A)  
Case 29: Jade Shampoo (B)  
Case 30: Jaikumar Textiles, Ltd.'  
The Nylon Division (A)  
Case 31: Jaikumar Textiles, Ltd.:  
The Nylon Division (B)  
Case 32: Lesser Antilles Lines: The Island  
of San Huberto  
Case 33: Lightweight Aluminum  
Company: The Lebanon Plant  
Case 34: Lorex Pharmaceuticals  
Case 35: Maxco, Inc., and the  
Gambit Company  
Case 36: The Oakland A's (A)  
Case 37: The Oakland A's (A)  
Supplement  
Case 38: The Oakland A's (B)  
Case 39: Piedmont Airlines:  
Discount Seat Allocation (A)  
Case 40: Piedmont Airlines:  
Discount Seat Allocation (B)  
Case 41: Probability Assessment  
Exercise  
Case 42: Problems in Regression  
Case 43: Roadway Construction  
Company  
Case 44: Shumway, Horch, and  
Sager (A)  
Case 45: Shumway, Horch, and  
Sager (B)  
Case 46: Sleepmore Mattress  
Manufacturing: Plant  
Consolidation  
Case 47: Sprigg Lane (A)  
Case 48: T. Rowe Price Associates  
Case 49: Wachovia Bank and Trust

<<企业数量分析>>

Company, N.A. (B)

Case 50: Wachovia Bank and Trust

Company, N.A. (B): Supplement

Case 51: Waite First Securities

Case 52: The WaldorfProperty

<<企业数量分析>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>