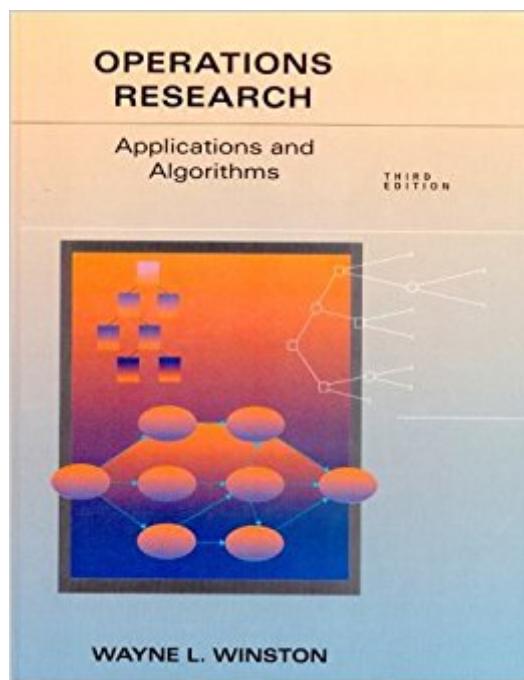


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Operations Research: Applications And Algorithms



Synopsis

This best-selling introduction to operations research now features the Windows versions of LINDO and LINGO. (LINDO, GINO, and LINGO software packages are also available with the book in Macintosh or DOS versions). Forward thinking in approach, this book emphasizes model-formulation and model-building skills. Winston includes material for a three-semester course, organized into self-contained units that provide flexibility in selecting material. Requiring a background in calculus, linear algebra, and statistics, OPERATIONS RESEARCH offers comprehensive coverage for applications-oriented courses in linear or mathematical programming and stochastic and probabilistic models and processes at the undergraduate and graduate level.

--This text refers to an out of print or unavailable edition of this title.

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Wayne L. Winston is Professor Emeritus of Decision Sciences at the Kelley School of Business at Indiana University and is now a Professor of Decision and Information Sciences at the Bauer College at the University of Houston. He has won more than 45 teaching awards, including the school-wide MBA award six times. His current interest is in showing how spreadsheet models can be used to solve business problems in all disciplines, particularly in finance, sports, and marketing. In addition to publishing more than 20 articles in leading journals, Dr. Winston has written such successful textbooks as OPERATIONS RESEARCH: APPLICATIONS AND ALGORITHMS, MATHEMATICAL PROGRAMMING: APPLICATIONS AND ALGORITHMS, SIMULATION

MODELING WITH @RISK, DATA ANALYSIS FOR MANAGERS, SPREADSHEET MODELING AND APPLICATIONS, MATHLETICS, DATA ANALYSIS AND BUSINESS MODELING WITH EXCEL 2013, MARKETING ANALYTICS, and FINANCIAL MODELS USING SIMULATION AND OPTIMIZATION. He received his B.S. degree in mathematics from MIT and his Ph.D. in operations research from Yale. --This text refers to an out of print or unavailable edition of this title.

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The book beyond my expectation. Good

Excellent book. Must have motivation and talent to teach oneself operations research.

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