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*this is a dummy description now in its fifth edition powell and baker s business analytics the art of modeling with spreadsheets provides students and business analysts with the technical knowledge and skill needed to develop real expertise in business modeling an accessible introduction to optimization analysis using spreadsheets updated and revised optimization modeling with spreadsheets third edition emphasizes model building skills in optimization analysis in this module you 39 ll move from spreadsheet b to model b so you can begin to create your own models b that reflect real world events you 39 ll learn how to organize and lay out model b elements as well as the types of objective functions and their use you 39 ll also learn what if analysis and scenarios sensitivity analysis and other classic models demonstrating a spreadsheet version of the model that was developed and discussing the results obtained with the model the model need not have originally been a spreadsheet model e g it may have been an lp solved using an algebraic solver if it is not you will need to create a spreadsheet based upon the ideas of optimization modeling with spreadsheets kenneth r baker 2nd ed p cm includes bibliographical references and index isbn 978 0 470 92863 9 cloth 1 mathematical optimization 2 managerial economics mathematical models 3 electronic spreadsheets 4 programming mathematics i title hb143 7 b35 2011 005 54 dc22 2010036840 in this book the authors cover spreadsheet b engineering management science and the modeling b craft management science 4th edition provides students and business analysts with the technical knowledge and skill needed to develop real expertise in business modeling b*

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