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Managerial Decision Modeling REAL-WORLD DECISION MODELING W The Decision Model Decision Models in Engineering and Management The Little Book of Big Decision Models Decision Modeling with Microsoft Excel Modeling in Medical Decision Making Decision Modeling Managerial Decision Modeling with Spreadsheets The Decision Book: 50 Models for Strategic Thinking Management Decision Making Managerial Decision Modeling With Spreadsheets And Sudent Cd Package, 2/E (With Cd) Evaluation and Decision Models with Multiple Criteria Decision Modelling for Health Economic Evaluation Advanced Models and Tools for Effective Decision Making Under Uncertainty and Risk Contexts Community-Based Operations Research Analytical Models For Decision-Making Dmn Method and Style Analytical Models for Decision Making Ethnographic Decision Tree Modeling Modeling Decisions Multicriteria Approaches to Decision Modeling Policy Decision Modeling with Fuzzy Logic Fuzzy Decision Making in Modeling and Control Models and Methods in Multiple Criteria Decision Making Statistics, Data Analysis, and Decision Modeling Data, Models, and Decisions Multi-Level Decision Making Econometric Decision Models The Decision Book Handbook of Marketing Decision Models Decision-Making Management Data, Statistics, and Decision Models with Excel Business Analytics for Decision Making Data Science for Business and Decision Making Statistics, Data Analysis, and Decision Modeling Algorithms for Decision Making Intelligent Decision Making in Quality Management Goal-based Decision Making The Managerial Decision-making Process

Organizations make thousands of automated, operational

decisions every week-from pricing of products to determining which customers get automatic approval, to customizing website navigation. How well they make these decisions drives their profitability, makes or breaks their reputation and powers customer satisfaction. CD-ROM contains: Premium Solver for Education -- Solver Table add-in software -- Extend LT 4.0 (simulation software) -- TreePlan -- GLP, a graphic visualization program -- Excel templates for in-text examples. For undergraduate and graduate level courses that combines introductory statistics with data analysis or decision modeling. A pragmatic approach to statistics, data analysis and decision modeling. Statistics, Data Analysis & Decision Modeling focuses on the practical understanding of its topics, allowing readers to develop conceptual insight on fundamental techniques and theories. Evans' dedication to present material in a simple and straightforward fashion is ideal for student comprehension. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed. This book introduces the concept of policy decision emergence and its dynamics at the sub systemic level of the decision process. This level constitutes the breeding ground of the emergence of policy decisions but remains unexplored due to the absence of adequate tools. It is a nonlinear complex system made of several entities that interact dynamically. The behavior of such a system cannot be understood with linear and deterministic methods. The book presents an innovative multidisciplinary approach that results in the development of a Policy Decision Emergence Simulation Model (PODESIM). This computational model is a multi-level fuzzy inference system that allows the identification of the decision emergence levers. This

development represents a major advancement in the field of public policy decision studies. It paves the way for decision emergence modeling and simulation by bridging complex systems theory, multiple streams theory, and fuzzy logic theory. This volume contains a refereed selection of revised papers which were originally presented at the Second International Conference on Econometric Decision Models, University of Hagen (FernUni versitat). The conference was held in Haus Nordhelle, a meeting place in the mountainous area " Sauerland" , some 50 kilometers south of Hagen, on August 29 - September 1, 1989. Some details about this conference are given in the first paper, they need not be repeated here. The 40 papers included in this volume are organized in 10 "parts", shown in the table of contents. Included are such "fashionable" topics like "optimal control", "cointegration" and "rational expec tations models". In each part, the papers have been arranged alphabetically by author, unless there were good reasons for a different arrangement. To facilitate the decision making of the readers, all papers (except a few short ones) contain an abstract, a list of keywords and a table of contents. At the end of the proceedings volume, there is a list of authors. More than ten years ago, I began to organize meetings of econometricians, mainly called "seminar" or " colloquium". One major purpose of these meetings has always been to improve international cooperation of econometric model builders (and model users) from "the East" and "the West". Unprecedented changes to the better have taken place recently ("perestroika"). For a large fraction of participants from the Soviet Union, the 1989 conference was the first conference in a Western country. Business industries depend on advanced models and tools that provide an optimal and objective decision-making process, ultimately guaranteeing improved competitiveness, reducing risk, and eliminating uncertainty. Thanks in part to the digital era of the modern world, reducing these conditions has become much more manageable. Advanced Models and Tools for Effective Decision Making Under Uncertainty and Risk Contexts provides research exploring the theoretical and practical aspects of effective decision making

based not only on mathematical techniques, but also on those technological tools that are available nowadays in the Fourth Industrial Revolution. Featuring coverage on a broad range of topics such as industrial informatics, knowledge management, and production planning, this book is ideally designed for decision makers, researchers, engineers, academicians, and students. Business Analytics for Decision Making, the first complete text suitable for use in introductory Business Analytics courses, establishes a national syllabus for an emerging first course at an MBA or upper undergraduate level. This timely text is mainly about model analytics, particularly analytics for constrained optimization. It uses implementations that allow students to explore models and data for the sake of discovery, understanding, and decision making. Business analytics is about using data and models to solve various kinds of decision problems. There are three aspects for those who want to make the most of their analytics: encoding, solution design, and post-solution analysis. This textbook addresses all three. Emphasizing the use of constrained optimization models for decision making, the book concentrates on post-solution analysis of models. The text focuses on computationally challenging problems that commonly arise in business environments. Unique among business analytics texts, it emphasizes using heuristics for solving difficult optimization problems important in business practice by making best use of methods from Computer Science and Operations Research. Furthermore, case studies and examples illustrate the real-world applications of these methods. The authors supply examples in Excel®, GAMS, MATLAB®, and OPL. The metaheuristics code is also made available at the book's website in a documented library of Python modules, along with data and material for homework exercises. From the beginning, the authors emphasize analytics and de-emphasize representation and encoding so students will have plenty to sink their teeth into regardless of their computer programming experience. Providing a comprehensive overview of various methods and applications in decision engineering, this book presents chapters written by a range experts in the field. It presents conceptual aspects of

decision support applications in various areas including finance, vendor selection, construction, process management, water management and energy, agribusiness , production scheduling and control, and waste management. In addition to this, a special focus is given to methods of multi-criteria decision analysis. Decision making in organizations is a recurrent theme and is essential for business continuity. Managers from various fields including public, private, industrial, trading or service sectors are required to make decisions. Consequently managers need the support of these structured methods in order to engage in effective decision making. This book provides a valuable resource for graduate students, professors and researchers of decision analysis, multi-criteria decision analysis and group decision analysis. It is also intended for production engineers, civil engineers and engineering consultants. A short, sharp guide to tackling life’s biggest challenges: understanding ourselves and making the right choices. Every day offers moments of decision, from what to eat for lunch to how to settle a dispute with a colleague. Still larger questions loom: How can I motivate my team? How can I work more efficiently? What is the long tail anyway? Whether you’re a newly minted MBA, a chronic second-guesser, or just someone eager for a new vantage point, The Decision Book presents fifty models for better structuring, and subsequently understanding, life’s steady challenges. Interactive and thought-provoking, this illustrated workbook offers succinct summaries of popular strategies, including the Rubber Band Model for dilemmas with many directions, the Personal Performance Model to test whether to change jobs, and the Black Swan Model to illustrate why experience doesn’t guarantee wisdom. Packed with familiar tools like the Pareto Principle, the Prisoner’s Dilemma, and an unusual exercise inspired by Warren Buffet, The Decision Book is the ideal reference for flexible thinkers. Data Science for Business and Decision Making covers both statistics and operations research while most competing textbooks focus on one or the other. As a result, the book more clearly defines the principles of business analytics for those who want to apply quantitative methods in their work. Its emphasis

reflects the importance of regression, optimization and simulation for practitioners of business analytics. Each chapter uses a didactic format that is followed by exercises and answers. Freely-accessible datasets enable students and professionals to work with Excel, Stata Statistical Software®, and IBM SPSS Statistics Software®. Combines statistics and operations research modeling to teach the principles of business analytics Written for students who want to apply statistics, optimization and multivariate modeling to gain competitive advantages in business Shows how powerful software packages, such as SPSS and Stata, can create graphical and numerical outputs For undergraduate and graduate level courses that combines introductory statistics with data analysis or decision modeling. A pragmatic approach to statistics, data analysis and decision modeling. Statistics, Data Analysis & Decision Modeling focuses on the practical understanding of its topics, allowing readers to develop conceptual insight on fundamental techniques and theories. Evans' dedication to present material in a simple and straightforward fashion is ideal for student comprehension. This text takes an integrated approach, and places emphasis on modeling and the application of pure methods rather than statistical techniques. This emphasis allows readers to learn how to solve business problems, not mathematical equations, and prepares them for their role as decision makers. All models and analyses in the book use Excel so readers make decisions without having to complete difficult calculations. The book is also accompanied by KaddStat, an easy-to-use add-in to Excel, which makes it easier to run complex statistical tests on Excel. Health care systems are complex and, as a result, it is often unclear what the effects of changes in policy or service provision might be. At the same time, resources for health care tend to be in short supply, which means that public health practitioners have to make difficult decisions. This book describes the quantitative and qualitative methods that can help decision-makers to structure and clarify difficult problems and to explore the implications of pursuing different options. The accompanying CD ROM provides the opportunity to try out some of the proposed

solutions. The book examines: Models and decision-making in health care Methods for clarifying complex decisions Models for service planning and resource allocation Modelling for evaluating changes in systems A broad introduction to algorithms for decision making under uncertainty, introducing the underlying mathematical problem formulations and the algorithms for solving them. Automated decision-making systems or decision-support systems—used in applications that range from aircraft collision avoidance to breast cancer screening—must be designed to account for various sources of uncertainty while carefully balancing multiple objectives. This textbook provides a broad introduction to algorithms for decision making under uncertainty, covering the underlying mathematical problem formulations and the algorithms for solving them. The book first addresses the problem of reasoning about uncertainty and objectives in simple decisions at a single point in time, and then turns to sequential decision problems in stochastic environments where the outcomes of our actions are uncertain. It goes on to address model uncertainty, when we do not start with a known model and must learn how to act through interaction with the environment; state uncertainty, in which we do not know the current state of the environment due to imperfect perceptual information; and decision contexts involving multiple agents. The book focuses primarily on planning and reinforcement learning, although some of the techniques presented draw on elements of supervised learning and optimization. Algorithms are implemented in the Julia programming language. Figures, examples, and exercises convey the intuition behind the various approaches presented. Decision making and control are two fields with distinct methods for solving problems, and yet they are closely related. This book bridges the gap between decision making and control in the field of fuzzy decisions and fuzzy control, and discusses various ways in which fuzzy decision making methods can be applied to systems modeling and control.Fuzzy decision making is a powerful paradigm for dealing with human expert knowledge when one is designing fuzzy model-based controllers. The combination of fuzzy decision making and fuzzy control in this

book can lead to novel control schemes that improve the existing controllers in various ways. The following applications of fuzzy decision making methods for designing control systems are considered: OCo Fuzzy decision making for enhancing fuzzy modeling. The values of important parameters in fuzzy modeling algorithms are selected by using fuzzy decision making.OCo Fuzzy decision making for designing signal-based fuzzy controllers. The controller mappings and the defuzzification steps can be obtained by decision making methods.OCo Fuzzy design and performance specifications in model-based control. Fuzzy constraints and fuzzy goals are used.OCo Design of model-based controllers combined with fuzzy decision modules. Human operator experience is incorporated for the performance specification in model-based control.The advantages of bringing together fuzzy control and fuzzy decision making are shown with multiple examples from real and simulated control systems." Combines topics from two traditionally distinct quantitative subjects, probability/statistics and management science/optimization, in a unified treatment of quantitative methods and models for management. Stresses those fundamental concepts that are most important for the practical analysis of management decisions: modeling and evaluating uncertainty explicitly, understanding the dynamic nature of decision-making, using historical data and limited information effectively, simulating complex systems, and allocating scarce resources optimally. Leaders and Managers want quick answers, quick ways to reach solutions, ways and means to access knowledge that won’t eat into their precious time and quick ideas that deliver a big result. The Little Book of Big Decision Models cuts through all the noise and gives managers access to the very best decision-making models that they need to to keep things moving forward. Every model is quick and easy to read and delivers the essential information and know-how quickly, efficiently and memorably. Render provides a modern, Excel-Based, and thoroughly Canadian introduction to management science concepts and techniques. This second edition has more fully integrated Canadian content than before and continues to be

a perfect balance between decision modeling and the use of spreadsheets to set up and solve modeling problems. Most of us face the same questions every day: What do I want? And how can I get it? How can I live more happily and work more efficiently? This updated edition of the international bestseller distils into a single volume the fifty best decision-making models used on MBA courses, and elsewhere, that will help you tackle these important questions - from the well known (the Eisenhower matrix for time management) to the less familiar but equally useful (the Swiss Cheese model). It will even show you how to remember everything you will have learned by the end of it. Stylish and compact, this little black book is a powerful asset. Whether you need to plot a presentation, assess someone's business idea or get to know yourself better, this unique guide will help you simplify any problem and take steps towards the right decision. This book covers the underlying science and application issues related to aggregation operators, focusing on tools used in practical applications that involve numerical information. It will thus be required reading for engineers, statisticians and computer scientists of all kinds. Starting with detailed introductions to information fusion and integration, measurement and probability theory, fuzzy sets, and functional equations, the authors then cover numerous topics in detail, including the synthesis of judgements, fuzzy measures, weighted means and fuzzy integrals. This work presents a goal-based model of decision making in which the relative priorities of goals drive the decision process -- a psychological alternative to traditional decision analysis. Building on the work of Schank and Abelson, the author uses goals as the basis for a model of interpersonal relations which permits decisions to incorporate personal and adopted goals in a uniform manner. The theory is modelled on the VOTE computer program which simulates Congressional roll-call voting decisions. The VOTE program expands traditional decision making and simulation models by providing not only a choice, but also a natural language explanation, in either English or French. It simulates real members of Congress voting on real bills, and producing reasonable explanations. The program is consistent

with much of the descriptive political science literature on Congressional decision making and provides an explicit model of political issues, relationships, and strategies that converge in voting behavior. In developing the VOTE program, the author draws on his own practical experience in politics from four presidential campaigns and the White House. Given the underlying psychological basis of the program, VOTE can be extended to other decision making domains different from politics. Another use for the program is to simulate business decisions such as securities analysis, as well as mundane decision making such as choosing a college or deciding whether to get a Mohawk haircut. This edited volume is an introduction to diverse methods and applications in operations research focused on local populations and community-based organizations that have the potential to improve the lives of individuals and communities in tangible ways. The book's themes include: space, place and community; disadvantaged, underrepresented or underserved populations; international and transnational applications; multimethod, cross-disciplinary and comparative approaches and appropriate technology; and analytics. The book is comprised of eleven original submissions, a re-print of a 2007 article by Johnson and Smilowitz that introduces CBOR, and an introductory chapter that provides policy motivation, antecedents to CBOR in OR/MS, a theory of CBOR and a comprehensive review of the chapters. It is hoped that this book will provide a resource to academics and practitioners who seek to develop methods and applications that bridge the divide between traditional OR/MS rooted in mathematical models and newer streams in 'soft OR' that emphasize problem structuring methods, critical approaches to OR/MS and community engagement and capacity-building. This volume is devoted to models and methods in multiple objectives decision making. The importance of the multiple dimensions of decision making was first recognised during the 1960s and since then progress has been made in that theoretical or application oriented contributions may now be categorized under two main headings:- Multiattribute Decision Making (MADM) which concerns the sorting, the ranking or the

evaluation of objects of choice according to several criteria and Multiobjective Decision Making (MODM) which deals with the vector optimization in mathematical programming. The above are also presented in the context of various applications, namely banking, environment, health, manpower, media, portfolio and traffic control, resulting in a book for a wide variety of readers. CD-ROM contains: Crystal Ball -- TreePlan -- AnimaLP -- Queue -- ExcelWorkbooks. This book presents recently developed intelligent techniques with applications and theory in the area of quality management. The involved applications of intelligence include techniques such as fuzzy sets, neural networks, genetic algorithms, etc. The book consists of classical quality management topics dealing with intelligent techniques for solving the complex quality management problems. The book will serve as an excellent reference for quality managers, researchers, lecturers and postgraduate students in this area. The authors of the chapters are well-known researchers in the area of quality management. Educators want to know why university enrollment by Blacks is decreasing. Psychologists at a drug rehabilitation center want to know how kids decide what drugs to use, and how they decide to switch from soft to hard drugs. Sociologists in a Women's Studies Center want to know why women's groups disband so frequently. What do all these people have in common? They want to know why people in a certain group behave the way they do. More importantly, they need to know the specific decision criteria used by the group in question. Ethnographic Decision Tree Modeling presents a practical method for answering these questions. From starting research to testing and verifying results, this handy volume takes you step-by-step through this unique research process. Gladwin summarizes rules of interviewing, outlines the uses of contrast questions and quantitative data, and shows how to develop a decision tree model. In addition, common problems and errors are pointed out and various applications of the method are presented. "Offers an interesting data modeling device for organizing and interpreting every process of decision making, risk and benefit analysis and rule bending." --Nexus: The

Canadian Student Journal of Anthropology This monograph presents new developments in multi-level decision-making theory, technique and method in both modeling and solution issues. It especially presents how a decision support system can support managers in reaching a solution to a multi-level decision problem in practice. This monograph combines decision theories, methods, algorithms and applications effectively. It discusses in detail the models and solution algorithms of each issue of bi-level and tri-level decision-making, such as multi-leaders, multi-followers, multi-objectives, rule-set-based, and fuzzy parameters. Potential readers include organizational managers and practicing professionals, who can use the methods and software provided to solve their real decision problems; PhD students and researchers in the areas of bi-level and multi-level decision-making and decision support systems; students at an advanced undergraduate, master’s level in information systems, business administration, or the application of computer science. Formal decision and evaluation models are so widespread that almost no one can pretend not to have used or suffered the consequences of one of them. This book is a guide aimed at helping the analyst to choose a model and use it consistently. A sound analysis of techniques is proposed and the presentation can be extended to most decision and evaluation models as a "decision aiding methodology". In financially constrained health systems across the world, increasing emphasis is being placed on the ability to demonstrate that health care interventions are not only effective, but also cost-effective. This book deals with decision modelling techniques that can be used to estimate the value for money of various interventions including medical devices, surgical procedures, diagnostic technologies, and pharmaceuticals. Particular emphasis is placed on the importance of the appropriate representation of uncertainty in the evaluative process and the implication this uncertainty has for decision making and the need for future research. This highly practical guide takes the reader through the key principles and approaches of modelling techniques. It begins with the basics of constructing different forms of the model, the population of the

model with input parameter estimates, analysis of the results, and progression to the holistic view of models as a valuable tool for informing future research exercises. Case studies and exercises are supported with online templates and solutions. This book will help analysts understand the contribution of decision-analytic modelling to the evaluation of health care programmes. ABOUT THE SERIES: Economic evaluation of health interventions is a growing specialist field, and this series of practical handbooks will tackle, in-depth, topics superficially addressed in more general health economics books. Each volume will include illustrative material, case histories and worked examples to encourage the reader to apply the methods discussed, with supporting material provided online. This series is aimed at health economists in academia, the pharmaceutical industry and the health sector, those on advanced health economics courses, and health researchers in associated fields. Medical decision making has evolved in recent years, as more complex problems are being faced and addressed based on increasingly large amounts of data. In parallel, advances in computing have led to a host of new and powerful statistical tools to support decision making. Simulation-based Bayesian methods are especially promising, as they provide a unified framework for data collection, inference, and decision making. In addition, these methods are simple to interpret, and can help to address the most pressing practical and ethical concerns arising in medical decision making. * Provides an overview of the necessary methodological background, including Bayesian inference, Monte Carlo simulation, and utility theory. * Driven by three real applications, presented as extensively detailed case studies. * Case studies include simplified versions of the analysis, to approach complex modelling in stages. * Features coverage of meta-analysis, decision analysis, and comprehensive decision modeling. * Accessible to readers with only a basic statistical knowledge. Primarily aimed at students and practitioners of biostatistics, the book will also appeal to those working in statistics, medical informatics, evidence-based medicine, health economics, health services research, and health policy. This Text

Emphasizes Balancing The Theory Behind Decision Modeling And The Use Of Spreadsheets To Easily Set Up And Solve These Models. From A Managerial Is To Gain Insight Into The Problem, Not The Detailed Mechanics Of The Solution Process. In the current fast-paced and constantly changing business environment, it is more important than ever for organizations to be agile, monitor business performance, and meet with increasingly stringent compliance requirements. Written by pioneering consultants and bestselling authors with track records of international success, The Decision Model: A Business Logic Framework Linking Business and Technology provides a platform for rethinking how to view, design, execute, and govern business logic. The book explains how to implement the Decision Model, a stable, rigorous model of core business logic that informs current and emerging technology. The authors supply a strong theoretical foundation, while succinctly defining the path needed to incorporate agile and iterative techniques for developing a model that will be the cornerstone for continual growth. Because the book introduces a new model with tentacles in many disciplines, it is divided into three sections: Section 1: A Complete overview of the Decision Model and its place in the business and technology world Section 2: A Detailed treatment of the foundation of the Decision Model and a formal definition of the Model Section 3: Specialized topics of interest on the Decision Model, including both business and technical issues The Decision Model provides a framework for organizing business rules into well-formed decision-based structures that are predictable, stable, maintainable, and normalized. More than this, the Decision Model directly correlates business logic to the business drivers behind it, allowing it to be used as a lever for meeting changing business objectives and marketplace demands. This book not only defines the Decision Model and but also demonstrates how it can be used to organize decision structures for maximum stability, agility, and technology independence and provide input into automation design. Describes the quantitative and qualitative methods that can help decision makers to structure and clarify difficult problems and to explore the

implications of pursuing differenct options. This book examines; models and decision making in health care, methods for clarifying complex decisions, methods for service planning and resource allocation and modelling for evaluating changes in systems. Business Decision Management is a technology-assisted practice of defining, analyzing, and maintaining the decision logic that drives interactions with customers, suppliers, and employees. For many years, subject matter experts created text-based "requirements" and handed them over to programmers for implementation on a Business Rule Engine. The Decision Model and Notation (DMN) now offers a better way: decision logic precisely defined and maintained by subject matter experts themselves, using business-friendly graphical models that can be automatically validated for completeness and consistency. Since DMN is an industry standard, the meaning of a decision model does not depend on the tool used to create it or some consultant's methodology. It's defined by a specification. And best of all, DMN models are directly executable, so What You See Is What You Get. "DMN Method and Style" is your guide to the new standard and to the features and benefits of Business Decision Management. It explains not only the shapes and symbols used to describe end-to-end decision logic in a Decision Requirements Diagram (DRD), but how to properly decompose the top-level decision into a network of supporting decisions and input data. It also shows you how to define the detailed logic of each decision in the diagram using decision tables, literal expressions, and reusable logic blocks called business knowledge models. Like its predecessor "BPMN Method and Style," the book suggests best practices, in the form of style rules and a modeling methodology, for capturing the end-to-end decision logic in a way that is complete, consistent, and clear from the printed DRD and tabular expressions alone. Decision-Making Management: A Tutorial and Applications provides practical guidance for researchers seeking to optimizing business-critical decisions employing Logical Decision Trees thus saving time and money. The book focuses on decision-making and resource allocation across and between the manufacturing, product design and logistical functions. It

demonstrates key results for each sector with diverse real-world case studies drawn primarily from EU projects. Theory is accompanied by relevant analysis techniques, with a progressional approach building from simple theory to complex and dynamic decisions with multiple data points, including big data and lot of data. Binary Decision Diagrams are presented as the operating approach for evaluating large Logical Decision Trees, helping readers identify Boolean equations for quantitative analysis of multifaceted problem sets. Computational techniques, dynamic analysis, probabilistic methods, and mathematical optimization techniques are expertly blended to support analysis of multi-criteria decision-making problems with defined constraints and requirements. The final objective is to optimize dynamic decisions with original approaches employing useful tools, including Big Data analysis. Extensive annexes provide useful supplementary information for readers to follow methods contained in the book. Explores the use of logical decision trees to solve business problems Uses mathematical optimization techniques to resolve ‘big data’ or other multi-criteria problems Provides annexes showcasing application in manufacturing, product design and logistics Shows case examples in telecommunications, renewable energy and aerospace Supplies introduction by Benjamin Lev, Editor-in-Chief of Omega, the highest-ranked journal in management science (JCR) Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology (e.g., the Internet), online marketing (e-commerce) and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models, but major progress has also taken place in existing types of marketing models. Handbook of Marketing Decision Models presents the state of the art in marketing decision models. The book deals with new modeling areas, such as customer relationship management, customer value and online marketing, as well as recent developments in other advertising, sales promotions, sales management, and competition are dealt

with. New developments are in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural nets. Rather than present decision making strictly as a quantitative science, this text views it as a multidimensional process involving values, psychology, sociology, social psychology, and politics. Using a process modela focus on the process of a decision rather than the outcomethe book presents a variety of perspectives useful for making and evaluating decisions in all kinds of organizations. This book fills a void for a balanced approach to spreadsheet-based decision modeling. In addition to using spreadsheets as a tool to quickly set up and solve decision models, the authors show how and why the methods work and combine the user's power to logically model and analyze diverse decision-making scenarios with software-based solutions. The book discusses the fundamental concepts, assumptions and limitations behind each decision modeling technique, shows how each decision model works, and illustrates the real-world usefulness of each technique with many applications from both profit and nonprofit organizations. The authors provide an introduction to managerial decision modeling, linear programming models, modeling applications and sensitivity analysis, transportation, assignment and network models, integer, goal, and nonlinear programming models, project management, decision theory, queuing models, simulation modeling, forecasting models and inventory control models. The additional material files Chapter 12 Excel files for each chapter Excel modules for Windows Excel modules for Mac 4th edition errata can be found at https://www.degruyter.com/view/product/486941

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