

## Ragsdale Spreadsheet Modeling

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this volume shows how spreadsheets are used in real life to model and analyse real business problems by modelling problems using spreadsheets from the outset the text prepares future managers for the types of problems they will encounter in their daily workload

practical spreadsheet modeling using risk provides a guide of how to construct applied decision analysis models in spreadsheets the focus is on the use of monte carlo simulation to provide quantitative assessment of uncertainties and key risk drivers the book presents numerous examples based on real data and relevant practical decisions in a variety of settings including health care transportation finance natural resources technology manufacturing retail and sports and entertainment all examples involve decision problems where uncertainties make simulation modeling useful to obtain decision insights and explore alternative choices good spreadsheet modeling practices are highlighted the book is suitable for graduate students or advanced undergraduates in business public policy health care administration or any field amenable to simulation modeling of decision problems the book is also useful for applied practitioners seeking to build or enhance their spreadsheet modeling skills features step by step examples of spreadsheet modeling and risk analysis in a variety of fields description of probabilistic methods their theoretical foundations and their practical application in a spreadsheet environment extensive example models and exercises based on real data and relevant decision

problems comprehensive use of the risk software for simulation analysis including a free one year educational software license

an accessible introduction to optimization analysis using spreadsheets updated and revised optimization modeling with spreadsheets third edition emphasizes model building skills in optimization analysis by emphasizing both spreadsheet modeling and optimization tools in the freely available microsoft office excel solver the book illustrates how to find solutions to real world optimization problems without needing additional specialized software the third edition includes many practical applications of optimization models as well as a systematic framework that illuminates the common structures found in many successful models with focused coverage on linear programming nonlinear programming integer programming and heuristic programming optimization modeling with spreadsheets third edition features an emphasis on model building using excel solver as well as appendices with additional instructions on more advanced packages such as analytic solver platform and opensolver additional space devoted to formulation principles and model building as opposed to algorithms new end of chapter homework exercises specifically for novice model builders presentation of the sensitivity toolkit for sensitivity analysis with excel solver classification of problem types to help readers see the broader possibilities for application specific chapters devoted to network models and data envelopment analysis a companion website with interactive spreadsheets and supplementary homework exercises for additional practice optimization modeling with spreadsheets third edition is an excellent textbook for upper undergraduate and graduate level courses that include deterministic models optimization spreadsheet modeling quantitative methods engineering management engineering modeling operations research and management science the book is an ideal reference for readers wishing to advance their knowledge of excel and modeling and is also a useful guide for mba students and modeling practitioners in business and non profit sectors interested in spreadsheet optimization

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managers are often under great pressure to improve the performance of their organizations to improve performance one needs to

constantly evaluate operations or processes related to producing products providing services and marketing and selling products performance evaluation and benchmarking are a widely used method to identify and adopt best practices as a means to improve performance and increase productivity and are particularly valuable when no objective or engineered standard is available to define efficient and effective performance for this reason benchmarking is often used in managing service operations because service standards benchmarks are more difficult to define than manufacturing standards benchmarks can be established but they are somewhat limited as they work with single measurements one at a time it is difficult to evaluate an organization's performance when there are multiple inputs and outputs to the system the difficulties are further enhanced when the relationships between the inputs and the outputs are complex and involve unknown tradeoffs it is critical to show benchmarks where multiple measurements exist the current book introduces the methodology of data envelopment analysis dea and its uses in performance evaluation and benchmarking under the context of multiple performance measures

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