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Spreadsheet Modeling & Decision Analysis: A Practical Introduction To Business Analytics

EIGHTH EDITION 8

Spreadsheet Modeling and Decision Analysis

A Practical Introduction to Business Analytics
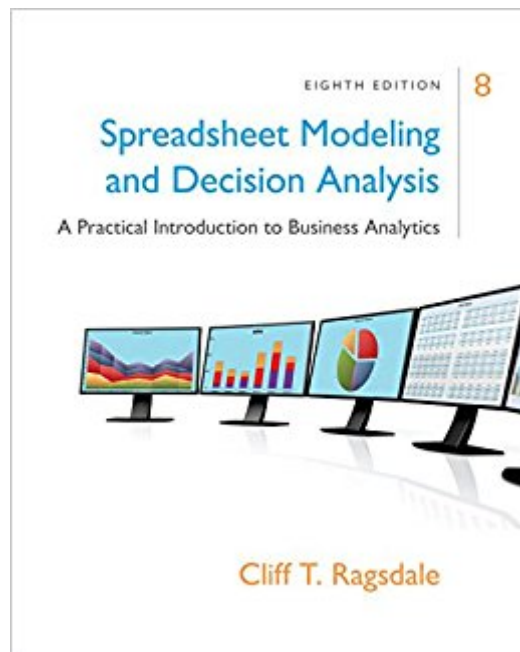
Cliff T. Ragsdale

Synopsis

Written by the innovator of the spreadsheet teaching revolution and highly regarded leader in business analytics, Cliff Ragsdale's new edition of SPREADSHEET MODELING AND DECISION ANALYSIS: A PRACTICAL INTRODUCTION TO BUSINESS ANALYTICS retains the elements and philosophy of past success while now helping your students transition to business analytics. SPREADSHEET MODELING AND DECISION ANALYSIS, 8E's updates work seamlessly with Microsoft Office Excel 2016. Succinct instruction highlights the most commonly used business analytics techniques and clearly demonstrates how to implement these tools with the most current version of Excel for Windows. This text focuses on developing both algebraic and spreadsheet modeling skills. This edition now features Analytic Solver and XLMiner Platforms with powerful tools for performing optimization, simulation and decision analysis in Excel, as well as complete tools for performing data mining in Excel and techniques for predictive analytics.

Book Information

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Customer Reviews

A recognized innovator in spreadsheet instruction and highly regarded pioneer in business analytics, Dr. Cliff Ragsdale is the Bank of America Professor of Business Information Technology and Academic Director of the Center for Business Intelligence and Analytics in the Pamplin College of Business at Virginia Tech, where he has taught since 1990. Dr. Ragsdale received his Ph.D. in Management Science and Information Technology from the University of Georgia. He also holds an M.B.A. in Finance and B.A. in Psychology from the University of Central Florida. Before pursuing his Ph.D., he was supervisor of Benefit Finance & Qualified Plans at the international headquarters of

Red Lobster, Inc. He has served as an information systems and statistical consultant for a variety of companies and as an expert witness in the area of spreadsheet forensics. Dr. Ragsdale's primary areas of research interest include applications of artificial intelligence, mathematical programming, and applying statistics to business problems. His research has appeared in Decision Sciences, Naval Research Logistics, Omega: The International Journal of Management Science, Computers & Operations Research, Operations Research Letters, Personal Financial Planning, and other publications. He has received both the Pamplin award for excellence in teaching and the Outstanding Doctoral Educator Award from the Pamplin College of Business Administration at Virginia Tech. Dr. Ragsdale is a Fellow of the Decision Sciences Institute and active member of DSI and INFORMS.

The ideal users for, "Spreadsheet Modeling & Decision Analysis" are students enrolled in Supply Chain Management 460 at Iowa State University, or the equivalent to the class at another university. The durability of this textbook deserves three stars on a five star scale because the condition on the front cover and the spine of the textbook are worn down. The content inside the textbook is legible, as there are many graphs you will need to study for exams that can be understood. This textbook is very helpful for the user because it gives instructions to access, ÃƒÂ¢Ã â¬Ã Å"Analytic Solver PlatformÃƒÂ¢Ã â¬Ã Â• which is the excel program used in the class. The quality of the pages is problematic as some are ripped and the content is difficult to read. The efficiency of use for the textbook is excellent as the authors make a point and then direct the reader to the supporting material and graphs. An example would be the author, Cliff Ragsdale, informing you about the objective function you will be implementing in an excel document, then proceeding would be a graph showcasing how to implement the objective function. The functionality for future generations may pose a challenge due to the non-professional matter of the cover, binding, and some pages. However, the helpful step-by-step instructions to access ÃƒÂ¢Ã â¬Ã Å"Analytic Solver PlatformÃƒÂ¢Ã â¬Ã Â• and the visual representations of the analytical steps in assignments will hold well for the future students and class cycles.

It's a good, however, they are no answers to the problems at the end of the chapter. You cannot check your work.

Typical textbook about what it says it really gets to the theory and application. I would recommend this for small businesses looking to grow. Do some comparative analysis coupled with modeling and

war gaming. It will help you in the long run with potential expansion.

A book that doesn't explain much math and relies completely on print screens of excel. I've spent most of my semester reviewing on Youtube and have had much more success than that of recreating excel sheets in this paper weight of a book.

Easy to follow instructions that go hand in hand with our class instruction. Well written and easy to understand, only negative is a relatively high rental price. Due do the involvement of software always changing, I recommend renting and not buying.

This one is worth every penny. We use it in class but it also applies to solve a lot of tricky problems that you encounter at work.

Well, the topic is harder than I expected. But I LOVE that I can rent books on ! THANK YOU!

Needed more information on the subject and the author delivers it. Book was used, but no CD for the examples discussed. Bummer, but I may buy the full software packages described within.

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