



Operations Research: A Model-Based Approach (Springer Texts in Business and Economics)

By H. A. Eiselt, Carl-Louis Sandblom

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The book covers the standard models and techniques used in decision making in organizations. The main emphasis of the book is on modeling business-related scenarios and the generation of decision alternatives. Fully solved examples from many areas are used to illustrate the main concepts without getting bogged down in technical details. The book presents an approach to operations research that is heavily based on modeling and makes extensive use of sensitivity analyses. It is a result of many years of combined teaching experience of the authors.

The second edition adds new material on multi-criteria optimization, postman problems, Lagrangian relaxation, cutting planes, machine scheduling, and Markov chains. Support material is found on a free website and includes some algorithms, additional fully solved problems and slides for instructors.

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Editorial Review

Review

From the reviews: "This course resource by Eiselt ... is an introduction to operations research at the undergraduate level. The book introduces a wide variety of deterministic and stochastic operations research models, including linear and integer programming, network flows, facility location problems, machine scheduling problems, inventory models, queuing models, and discrete event simulation models. ... Summing Up: Recommended. Business and industrial engineering collections serving upper-division undergraduates." (B. Borchers, Choice, Vol. 48 (3), November, 2010) "The book gives an overview of the operations research models applied in many practical problems. ... The book is a great contribution to the OR models' application and can be a significant help to the decision makers." (Kristina Šorić, Zentralblatt MATH, Vol. 1198, 2010)

From the Back Cover

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About the Author

Marianne and H.A. Eiselt have spent many years walking trails in North America and Europe, and they have co-written several guides on New Brunswick, including the first and second editions of their popular hiking guide to New Brunswick. In between hiking seasons they teach at the University of New Brunswick in Fredericton.

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