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Managerial Decision Modeling with Spreadsheets Prentice Hall Balakrishnan offers the perfect balance of the decision modeling process and the use of spreadsheets to set up and solve decision models. The third edition has been updated to reflect the latest version of Excel. **Managerial Decision Modeling with Spreadsheets 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. **Managerial Decision Modeling Business Analytics with Spreadsheets, Fourth Edition Walter de Gruyter GmbH & Co KG** 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 **Business Analytics: Data Analysis & Decision Making Cengage Learning** Master data analysis, modeling, and spreadsheet use with BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 6E! Popular with students, instructors, and practitioners, this quantitative methods text delivers the tools to succeed with its proven teach-by-example approach, user-friendly writing style, and complete Excel 2016 integration. It is also compatible with Excel 2013, 2010, and 2007. Completely rewritten, Chapter 17, Data Mining, and Chapter 18, Importing Data into Excel, include increased emphasis on the tools commonly included under the Business Analytics umbrella -- including Microsoft Excel's "Power BI" suite. In addition, up-to-date problem sets and cases provide realistic examples to show the relevance of the material. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. **Management Decision Making Spreadsheet Modeling, Analysis, and Application Cambridge University Press** CD-ROM contains: Crystal Ball -- TreePlan -- AnimaLP -- Queue -- ExcelWorkbooks. **The Decision Model A Business Logic Framework Linking Business and Technology CRC Press** 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. **Managerial Decision Modeling Decision Management Systems A Practical Guide to Using Business Rules and Predictive Analytics Pearson Education** "A very rich book sprinkled with real-life examples as well as battle-tested advice." —Pierre Haren, VP ILOG, IBM "James does a thorough job of explaining Decision Management Systems as enablers of a formidable business transformation." —Deepak Advani, Vice President, Business Analytics Products and SPSS, IBM Build Systems That Work Actively to Help You Maximize Growth and Profits Most companies rely on operational systems that are largely passive. But what if you could make your systems active participants in optimizing your business? What if your systems could act intelligently on their own? Learn, not just report? Empower users to take action instead of simply escalating their problems? Evolve without massive IT investments? Decision Management Systems can do all that and more. In this book, the field's leading expert demonstrates how to use them to drive unprecedented levels of business value. James Taylor shows how to integrate operational and analytic technologies to create systems that are more agile, more analytic, and more adaptive. Through actual case studies, you'll learn how to combine technologies such as predictive analytics, optimization, and business rules—improving customer service, reducing fraud, managing risk, increasing agility, and driving growth. Both a practical how-to guide and a framework for planning, Decision Management Systems focuses on mainstream business challenges. Coverage includes Understanding how Decision Management Systems can transform your business Planning your systems "with the decision in mind" Identifying, modeling, and prioritizing the decisions you need to optimize Designing and implementing robust decision services Monitoring your ongoing decision-making and learning how to improve it Proven enablers of effective Decision Management Systems: people, process, and technology Identifying and overcoming obstacles that can derail your Decision Management Systems initiative **The Little Book of Big Decision Models The 70 most useful models to help you say Yes or No Pearson UK** 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 keep things moving forward. Every model is quick and easy to read and delivers the essential information and know-how quickly, efficiently and memorably. **17th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning Academic Conferences International limited** These proceedings represent the work of contributors to the 17th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning (ICICKM 2020), hosted by ACI and the University of Toronto, Canada on 15-16 October 2020. The Conference Chairs are Dr. Anthony Wensley, from the University of Toronto and Dr. Max Evans, from McGill University. The Programme Chair is Dr. Ilja Frissen from McGill University. **Spreadsheet Modeling and Decision Analysis** Valuable examples, realistic examples, and fascinating topics . . . everything you need to master the most widely used management science techniques using Microsoft Excel is right here! Learning to make decisions in today's business world takes training and experience. Cliff Ragsdale--the respected innovator in the field of management science--is an outstanding guide to help you learn the skills you need, use Microsoft Excel for Windows to implement those skills, and gain the confidence to apply what you learn to real business situations. SPREADSHEET MODELING AND DECISION ANALYSIS gives you step-by-step instructions and annotated screen shots to make examples easy to follow. Plus, interesting sections called The World of Management Science show you how each topic has been applied in a real company. **Judgment in Managerial Decision Making Wiley** Author is a leading theorist in negotiation and decision-making. **Business Analytics for Decision Making CRC Press** 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. **A Professional's Guide to Decision Science and Problem Solving An Integrated Approach for Assessing Issues, Finding Solutions, and Reaching Corporate Objectives FT Press** A powerful, flexible, integrated framework for effective problem solving and decision making that serves the company's objectives and goals. * *A logical, flexible, well-structured approach to assessing issues, developing solutions, and making decisions that drive achievement of business objectives. *By two leading practitioners, consultants, and researchers in operations management and decision science. *Three chapter-length case studies show how this book's methods can be adapted and applied in a wide range of environments. This professional reference provides an integrated framework for problem solving and decision making in corporations. Drawing on vast experience in the field, the authors show how to apply state-of-the-art decision science, statistical modeling, benchmarking, and processing modeling techniques together to create a robust analytical framework for better decision making in any field that relies on advanced operations management. They integrate both newlydeveloped and time-tested techniques into a logical, structured approach for assessing

corporate issues, developing solutions, and making decisions that drive the successful achievement of corporate objectives. Coverage includes: defining objectives, exploring the environment; scoping problems and evaluating their importance; bringing data mining and statistical analysis to bear; solving problems and measuring the results; evaluating the results and performing sensitivity analysis, and more. The book concludes with three case study chapters that walk through the effective use of its methods, step-by-step. Representing a wide variety of corporate environments, these case studies underscore and demonstrate the method's exceptional adaptability. This book will be valuable in a wide range of industries, notably finance, pharmaceutical, healthcare, economics, and manufacturing. Decision Modelling for Health Economic Evaluation Oxford University Press, USA This is a practical guide to the use of modelling techniques, starting with the basics of constructing different forms of model, the population of the model with input parameter estimates, analysis of the results, and progression to the holistic view of models as a tool to inform future research exercises. Key techniques and approaches are discussed, and a comprehensive set of example exercises take the reader through how to conduct decision-analytic modelling. These exercises are supported with templates and solutions made available via the book website. -- BOOK JACKET. Decision Modeling with Microsoft Excel 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. Decision Support Systems Concepts and Resources for Managers Greenwood Publishing Group For MIS specialists and nonspecialists alike, a comprehensive, readable, understandable guide to the concepts and applications of decision support systems. Handbook of Marketing Decision Models Springer Science & Business Media Marketing models are 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. An Introduction to Management Science Quantitative Approaches to Decision Making This volume provides an applications-oriented introduction to the role of management science in decision-making. The text blends problem formulation, managerial interpretation, and math techniques with an emphasis on problem solving. Decision Making and Business Performance Edward Elgar Publishing This breakthrough study examines how business decisions explain successful and unsuccessful performance. Real world and academic research is evaluated, including interviews and cases studies, to create a model of how decisions and performance are connected for businesses of all sizes. Recommendations are made to optimize decision making and projections about the future of decision making and performance are provided. Drawdown The Most Comprehensive Plan Ever Proposed to Reverse Global Warming Penguin • New York Times bestseller • The 100 most substantive solutions to reverse global warming, based on meticulous research by leading scientists and policymakers around the world "At this point in time, the Drawdown book is exactly what is needed; a credible, conservative solution-by-solution narrative that we can do it. Reading it is an effective inoculation against the widespread perception of doom that humanity cannot and will not solve the climate crisis. Reported by-effects include increased determination and a sense of grounded hope." —Per Espen Stoknes, Author, What We Think About When We Try Not To Think About Global Warming "There's been no real way for ordinary people to get an understanding of what they can do and what impact it can have. There remains no single, comprehensive, reliable compendium of carbon-reduction solutions across sectors. At least until now. . . . The public is hungry for this kind of practical wisdom." —David Roberts, Vox "This is the ideal environmental sciences textbook—only it is too interesting and inspiring to be called a textbook." —Peter Kareiva, Director of the Institute of the Environment and Sustainability, UCLA In the face of widespread fear and apathy, an international coalition of researchers, professionals, and scientists have come together to offer a set of realistic and bold solutions to climate change. One hundred techniques and practices are described here—some are well known; some you may have never heard of. They range from clean energy to educating girls in lower-income countries to land use practices that pull carbon out of the air. The solutions exist, are economically viable, and communities throughout the world are currently enacting them with skill and determination. If deployed collectively on a global scale over the next thirty years, they represent a credible path forward, not just to slow the earth's warming but to reach drawdown, that point in time when greenhouse gases in the atmosphere peak and begin to decline. These measures promise cascading benefits to human health, security, prosperity, and well-being—giving us every reason to see this planetary crisis as an opportunity to create a just and livable world. Designing and Evaluating E-Management Decision Tools The Integration of Decision and Negotiation Models into Internet-Multimedia Technologies Springer Science & Business Media Designing and Evaluating E-Managemnet Decision Tools presents the most relevant concepts for designing intelligent decision tools in an Internet-based multimedia environment and assessing the tools using concepts of statistical design of experiments. The design principle is based on the visual interactive decision modeling (VIDEMO) paradigm. Several case studies are discussed in detail, referring to online preference elicitation, collaborative decision making, negotiation and conflict resolution, and marketing decision optimization. (See www.beroggi.net for more info on the book and Visual Interactive Decision Modeling) Statistics, Data Analysis, and Decision Modeling Prentice Hall 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 comprehension. Research in Education Annual Index Bow Ties in Risk Management A Concept Book for Process Safety John Wiley & Sons AN AUTHORITATIVE GUIDE THAT EXPLAINS THE EFFECTIVENESS AND IMPLEMENTATION OF BOW TIE ANALYSIS, A QUALITATIVE RISK ASSESSMENT AND BARRIER MANAGEMENT METHODOLOGY From a collaborative effort of the Center for Chemical Process Safety (CCPS) and the Energy Institute (EI) comes an invaluable book that puts the focus on a specific qualitative risk management methodology – bow tie barrier analysis. The book contains practical advice for conducting an effective bow tie analysis and offers guidance for creating bow tie diagrams for process safety and risk management. Bow Ties in Risk Management clearly shows how bow tie analysis and diagrams fit into an overall process safety and risk management framework. Implementing the methods outlined in this book will improve the quality of bow tie analysis and bow tie diagrams across an organization and the industry. This important guide: Explains the proven concept of bow tie barrier analysis for the preventing and mitigation of incident pathways, especially related to major accidents Shows how to avoid common pitfalls and is filled with real-world examples Explains the practical application of the bow tie method throughout an organization Reveals how to treat human and organizational factors in a sound and practical manner Includes additional material available online Although this book is written primarily for anyone involved with or responsible for managing process safety risks, this book is applicable to anyone using bow tie risk management practices in other safety and environmental or Enterprise Risk Management applications. It is designed for a wide audience, from beginners with little to no background in barrier management, to experienced professionals who may already be familiar with bow ties, their elements, the methodology, and their relation to risk management. The missions of both the CCPS and EI include developing and disseminating knowledge, skills, and good practices to protect people, property and the environment by bringing the best knowledge and practices to industry, academia, governments and the public around the world through collective wisdom, tools, training and expertise. The CCPS has been at the forefront of documenting and sharing important process safety risk assessment methodologies for more than 30 years. The EI's Technical Work Program addresses the depth and breadth of the energy sector, from fuels and fuels distribution to health and safety, sustainability and the environment. The EI program provides cost-effective, value-adding knowledge on key current and future international issues affecting those in the energy sector. R for Data Science Import, Tidy, Transform, Visualize, and Model Data "O'Reilly Media, Inc." Learn how to use R to turn raw data into insight, knowledge, and understanding. This book introduces you to R, RStudio, and the tidyverse, a collection of R packages designed to work together to make data science fast, fluent, and fun. Suitable for readers with no previous programming experience, R for Data Science is designed to get you doing data science as quickly as possible. Authors Hadley Wickham and Garrett Grolemund guide you through the steps of importing, wrangling, exploring, and modeling your data and communicating the results. You'll get a complete, big-picture understanding of the data science cycle, along with basic tools you need to manage the details. Each section of the book is paired with exercises to help you practice what you've learned along the way. You'll learn how to: Wrangle—transform your datasets into a form convenient for analysis Program—learn powerful R tools for solving data problems with greater clarity and ease Explore—examine your data, generate hypotheses, and quickly test them Model—provide a low-dimensional summary that captures true "signals" in your dataset Communicate—learn R Markdown for integrating prose, code, and results Management Accounting Pearson Education India Introduction to Business Analytics Using Simulation Academic Press Introduction to Business Analytics Using Simulation, Second Edition employs an innovative strategy to teach business analytics. The book uses simulation modeling and analysis as mechanisms to introduce and link predictive and prescriptive modeling. Because managers can't fully assess what will happen in the future, but must still make decisions, the book treats uncertainty as an essential element in decision-making. Its use of simulation gives readers a superior way of analyzing past data, understanding an uncertain future, and optimizing results to select the best decision. With its focus on uncertainty and variability, this book provides a comprehensive foundation for business analytics. Students will gain a better understanding of fundamental statistical concepts that are essential to marketing research, Six-Sigma, financial analysis, and business analytics. Teaches managers how they can use business analytics to formulate and solve business problems to enhance managerial decision-making Explains the processes needed to develop, report and analyze business data Describes how to use and apply business analytics software Offers expanded coverage on the value and application of prescriptive analytics Includes a wealth of illustrative exercises that are newly organized by difficulty level Winner of the 2017 Textbook and Academic Authors Association's (TAA) Most Promising New Textbook Award in the prior edition Introduction to Management Science A Modeling and Case Studies Approach with Spreadsheets Introduction to Management Science, 2e offers a unique case study approach and integrates the use of Excel. Each chapter includes a case study that is meant to show the students a real and interesting application of the topics addressed in that chapter. This most recent revision has been thoroughly updated to be more "user-friendly" and more technologically advanced. These changes include, a completely new chapter on the art of modeling with spreadsheets. This unique chapter goes far beyond anything found in other textbooks and are based on the award winning methodologies used by Mark Hillier in his own course. The technology package has also been greatly enhanced to include, Crystal Ball 2000 (Professional Edition) a Management Science Online Learning Center, and an Excel add-in called Alver Table for performing sensitivity analysis. Crystal Ball is the most popular Excel add-in for computer simulation and includes OptQuest (an optimizer with simulation) as well as a forecasting module. The Management Science Online Learning Center (website) includes several modules that enable students to interactively explore certain management science techniques in depth. Solver Table is an Excel add-in developed by the author to help perform sensitivity analysis systematically, as well as substantially expanded coverage of computer simulation, including Crystal Ball. We now have two chapters on computer simulation instead of one, where the second chapter features the use of Crystal Ball.all. Noise A Flaw in Human Judgment Little, Brown From the Nobel Prize-winning author of Thinking, Fast and Slow and the coauthor of Nudge, a revolutionary exploration of why people make bad judgments and how to make better ones—"a tour de force" (New York Times). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is

handling customer complaints, the resolution depends on who happens to answer the phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In Noise, Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein show the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-based insights that made Thinking, Fast and Slow and Nudge groundbreaking New York Times bestsellers, Noise explains how and why humans are so susceptible to noise in judgment—and what we can do about it. The Decision Book: 50 Models for Strategic Thinking W. W. Norton & Company 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. Capitalist Nigger The Road To Success – A Spider Web Doctrine Jonathan Ball Publishers Capitalist Nigger is an explosive and jarring indictment of the black race. The book asserts that the Negroid race, as naturally endowed as any other, is culpably a non-productive race, a consumer race that depends on other communities for its culture, its language, its feeding and its clothing. Despite enormous natural resources, blacks are economic slaves because they lack the 'devil-may-care' attitude and the 'killer instinct' of the Caucasian, as well as the spider web mentality of the Asian. A Capitalist Nigger must embody ruthlessness in pursuit of excellence in his drive towards achieving the goal of becoming an economic warrior. In putting forward the idea of the Capitalist Nigger, Chika Onyeani charts a road to success whereby black economic warriors employ the 'Spider Web Doctrine' – discipline, self-reliance, ruthlessness – to escape from their victim mentality. Born in Nigeria, Chika Onyeani is a journalist, editor and former diplomat. Creative Problem Solving for Managers Routledge This accessible text provides a lively introduction to the essential skills of creative problem solving. Using extensive case-studies and examples from a range of business situations, it explores various problem-solving theories and techniques, illustrating how these can be used to solve a range of management problems. Thoroughly revised and redesigned, this new edition retains the accessible and imaginative approach to problem-solving skills of the first edition. Contents include: * blocks to creativity and how to overcome them * key techniques including lateral thinking, morphological analysis and synectics * computer-assisted problem solving * increased coverage of group problem-solving techniques and paradigm shift. As creativity is increasingly recognized as a key skill for successful managers, this book will be welcomed as a comprehensive introduction for students and practising managers alike. Principles of Management Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold, Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame Value Proposition Design How to Create Products and Services Customers Want John Wiley & Sons The authors of the international bestseller Business Model Generation explain how to create value propositions customers can't resist Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, Business Model Generation, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models." The Principles of Scientific Management Nutrition Services for Older Americans: Program management strategies Academy of Nutrition and Dietetics Dmn Method and Style The Practitioner's Guide to Decision Modeling with Business Rules 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. Business Analytics: Data Analysis & Decision Making Cengage Learning Master data analysis, modeling, and spreadsheet use with BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 6E! Popular with students, instructors, and practitioners, this quantitative methods text delivers the tools to succeed with its proven teach-by-example approach, user-friendly writing style, and complete Excel 2016 integration. It is also compatible with Excel 2013, 2010, and 2007. Completely rewritten, Chapter 17, Data Mining, and Chapter 18, Importing Data into Excel, include increased emphasis on the tools commonly included under the Business Analytics umbrella -- including Microsoft Excel's "Power BI" suite. In addition, up-to-date problem sets and cases provide realistic examples to show the relevance of the material. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. MyMathLab / MyStatLab Access Code Prentice Hall