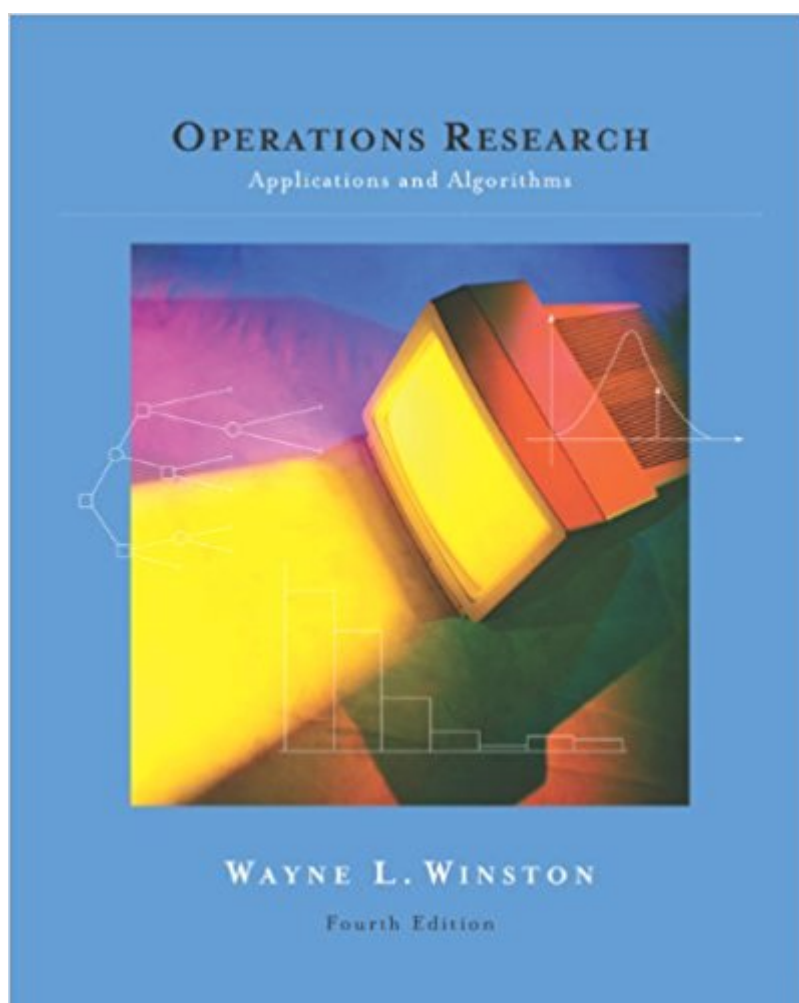


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Operations Research: Applications And Algorithms (with CD-ROM And InfoTrac)



Synopsis

The market-leading textbook for the course, Winston's OPERATIONS RESEARCH owes much of its success to its practical orientation and consistent emphasis on model formulation and model building. It moves beyond a mere study of algorithms without sacrificing the rigor that faculty desire. As in every edition, Winston reinforces the book's successful features and coverage with the most recent developments in the field. The Student Suite CD-ROM, which now accompanies every new copy of the text, contains the latest versions of commercial software for optimization, simulation, and decision analysis.

Book Information

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Customer Reviews

Wayne L. Winston is Professor Emeritus of Decision Sciences at the Kelley School of Business at Indiana University and is now a Professor of Decision and Information Sciences at the Bauer College at the University of Houston. He has won more than 45 teaching awards and is a six-time recipient of the school-wide MBA award. His current interest focuses on showing how to use spreadsheet models to solve business problems in all disciplines, particularly in finance, sports, and marketing. In addition to publishing more than 20 articles in leading journals, Dr. Winston has written such successful textbooks as OPERATIONS RESEARCH: APPLICATIONS AND ALGORITHMS; MATHEMATICAL PROGRAMMING: APPLICATIONS AND ALGORITHMS; SIMULATION MODELING WITH @RISK; DATA ANALYSIS FOR MANAGERS; SPREADSHEET MODELING AND APPLICATIONS; MATHEMATICS, DATA ANALYSIS AND BUSINESS MODELING WITH

EXCEL 2013; MARKETING ANALYTICS; and FINANCIAL MODELS USING SIMULATION AND OPTIMIZATION. Dr. Winston received his B.S. degree in mathematics from MIT and his Ph.D. in operations research from Yale.

Here's my main gripe with this book: NO DECENT EXAMPLES. For a book that deals with a lot of complicated processes, it's not helpful for understanding the material. In a chapter, you may have three basic examples in the first two sections, and in subsequent sections, the examples just piggyback off of them and don't even show the process of how they got to the answer. There are a lot of problems after each section, which is good for practice, but useless if you don't have a clear understanding of how to work with them. The notation for some examples also take time to comprehend (ie. they showcase a general case). I'd recommend it mostly as a reference, maybe to get a few practice exercises, but no more. If you're in a course (graduate or not), Google is your friend.

I'm guessing you're on this page because this is your textbook. It works reasonably well for a text, but there are many, many errors. One important problem you should check IMMEDIATELY when you get your copy: some versions double printed pages 705-736 and did not print 737 to 768. These would be the first sections of chapter 13 -- Decision Making under Uncertainty. It is pretty important for the stochastic course, but not so important for the deterministic course (the first part of the book). There are websites that have errata, but even the errata sheets I've found are incomplete. Hopefully your prof should be aware of the flaws. I would NOT recommend this book if you have a choice in the matter. Many of the errors are very confusing to new students.

The sections were a little wordy, but they got the point across. For an entry level course in OR, this book is fine. It definitely needs to be read, though. You can't just glance over what's in this book.

This is an excellent introduction to the field of Operations Research. I had the benefit of an exceptional instructor too, but he used this text to full advantage. Definitely recommend it as a support for a college level class.

As described! Came with everything.

Great Book

Great purchase!

Broad spectrum of topics around OR. The chapters are well written/ explain the content very good and always with at least one example and with step, by step solution guideline. Several exercises/ problems in each (sub) chapter with solutions in the back. Together with the book comes a test version of Lindo/ Lingo, which unfortunately does not run on Windows 7.

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