



Operations Research Models and Methods

By Paul A. Jensen, Jonathan F. Bard

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In a rapidly developing field like Operations Research, it's easy to get overwhelmed by the variety of topics and analytic techniques. Paul Jensen and Jonathan Bard help you master the expansive field by focusing on the fundamental models and methodologies underlying the practice of Operations Research.

Bridging the gap between theory and practice, the author presents the quantitative tools and models most important to understanding modern operations research. You'll come to appreciate the power of OR techniques in solving real-world problems and applications in your own field. You'll learn how to translate complex situations into mathematical models, solve models and turn models into solutions. This text is designed to bridge the gap between theory and practice by presenting the quantitative tools and models most suited for modern operations research. The principal goal is to give analysts, engineers, and decision makers a larger appreciation of their roles by defining a common terminology and by explaining the interfaces between the underlying methodologies.

Features

- Divides each subject into methods and models, giving you greater flexibility in how you approach the material.
- Concise and focused presentation highlights central ideas.
- Many examples throughout the text will help you better understand mathematical material.



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Editorial Review

From the Back Cover

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