Introduction to Mathematical Programming: Applications and Algorithms

By Wayne L. Winston

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Focusing on deterministic models, this book is designed for the first half of an operations research course. A subset of Winston's best-selling OPERATIONS RESEARCH, INTRODUCTION TO MATHEMATICAL PROGRAMMING offers self-contained chapters that make it flexible enough for one- or two-semester courses ranging from advanced beginning to intermediate in level. Appropriate for undergraduate majors, MBAs, and graduate students, it emphasizes model-formulations and model-building skills as well as interpretation of computer software output. LINDO, GINO, and LINGO software packages are available with the book in Windows, Macintosh or DOS versions. Linear algebra prerequisite.

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Introduction to Mathematical Programming: Applications and Algorithms By Wayne L. Winston Bibliography

- Sales Rank: #1996928 in Books
- Published on: 1994-04
- Original language: English
- Number of items: 1
- Dimensions: 10.75" h x 8.50" w x 1.50" l,
- Binding: Hardcover
- 857 pages

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Editorial Review

About the Author
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, including the school-wide MBA award six times. His current interest is in showing how spreadsheet models can be used 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, MATHLETICS, DATA ANALYSIS AND BUSINESS MODELING WITH EXCEL 2013, MARKETING ANALYTICS, and FINANCIAL MODELS USING SIMULATION AND OPTIMIZATION. He received his B.S. degree in mathematics from MIT and his Ph.D. in operations research from Yale.

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