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AAB - CAYDEN MARQUISE

Analytics is one of a number of terms which are used to describe a data-driven more scientific approach to management. Ability in analytics is an essential management skill: knowledge of data and analytics helps the manager to analyze decision situations, prevent problem situations from arising, identify new opportunities, and often enables many millions of dollars to be added to the bottom line for the organization. The objective of this book is to introduce analytics from the perspective of the general manager of a corporation. Rather than examine the details or attempt an encyclopaedic review of the field, this text emphasizes the strategic role that analytics is playing in globally competitive corporations today. The chapters of this book are organized in two main parts. The first part introduces a problem area and presents some basic analytical concepts that have been successfully used to address the problem area. The objective of this material is to provide the student, the manager of the future, with a general understanding of the tools and techniques used by the analyst.

`A comprehensive, well-written and beautifully organized book on publishing articles in the humanities and social sciences that will help its readers write forward with a first-rate guide as good company.' - Joan Bolker, author of Writing Your Dissertation in Fifteen Minutes a Day `Humorous, direct, authentic ... a seamless weave of experience, anecdote, and research.' - Kathleen McHugh, professor and director of the UCLA Center for the Study of Women Wendy Laura Belcher's Writing Your Journal Article in Twelve Weeks: A Guide to Academic Publishing Success is a revolutionary approach to enabling academic authors to overcome their anxieties and produce the publications that are essential to succeeding in their fields. Each week, readers learn a particular feature of strong arti-

cles and work on revising theirs accordingly. At the end of twelve weeks, they send their article to a journal. This invaluable resource is the only guide that focuses specifically on publishing humanities and social science journal articles.

As innovation moves from the lab to the market, a new research phase begins for the entrepreneur: the market research phase. Inspired by a new technology that can change the world, critical questions need to be addressed. Is there a market for my innovation? Who are my clients? What do they need? Is my innovation filling that gap in the market? Who are my competitors? How are they approaching the market? If these questions are unanswered, entrepreneurs meet potential investors or partners with only a basic understanding of their market. The objective of this book is to fill this gap. It is a practical manual that gives entrepreneurs real-world advice and tools to build a solid market model. The book provides tips, models and tools entrepreneurs can use to collect, interpret and present their market and integrate it into their business plan. What the entrepreneur learns in this book will help him throughout his journey. After going over the market research process, he will learn how to design and use a number of market research tools, and how to adapt them in a life science context. From building a web survey to preparing interviews to doing your own secondary research, this handbook will help him gain a comprehensive understanding of how to perform his own market research activities and how to analyze his data. Finally, a number of frameworks (such as the TAM-SAM-SOM as well as the KANO Model) are described so that he can efficiently share what he has learned, using models that simply yet effectively shares findings.

This well-loved textbook covers all of the key quantitative methods needed to solve everyday business problems. Presented in

a highly accessible and concise manner, Les Oakshott's clear and friendly writing style guides students from basic statistics through to advanced topics, such as hypothesis testing and time series, as well as operational research techniques such as linear programming and inventory management. Step-by-step instructions and accompanying activities will help students to practice and gain confidence in carrying out techniques. The book's coverage is fully grounded within the real world of business. Real-life case studies open every chapter and numerous examples throughout demonstrate why quantitative techniques are needed for a business to be successful. An ideal textbook for undergraduate students of business, management and finance, it is also suitable for MBA students and postgraduates. Accompanying online resources for this title can be found at bloomsburyonlineresources.com/essential-quantitative-methods-7e. These resources are designed to support teaching and learning when using this textbook and are available at no extra cost.

DIVThis enduring economics text provided the theoretical basis of the entrepreneurial American economy during the post-industrial era. A revolutionary work, it taught the world how to systematically distinguish between risk and uncertainty. /div For courses in Management Science or Decision Modeling A solid foundation in quantitative methods and management science This popular text gives students a genuine foundation in business analytics, quantitative methods, and management science--and how to apply the concepts and techniques in the real world--through a strong emphasis on model building, computer applications, and examples. The authors' approach presents mathematical models, with all of the necessary assumptions, in clear, plain English, and then applies the ensuing solution procedures to example problems along with step-by-step,

how-to instructions. In instances in which the mathematical computations are intricate, the details are presented in a manner that ensures flexibility, allowing instructors to omit these sections without interrupting the flow of the material. The use of computer software enables the instructor to focus on the managerial problem and spend less time on the details of the algorithms. Computer output is provided for many examples throughout the text. Teaching and Learning Experience This text provides a solid foundation in quantitative methods and management science. Here's how: Students see clearly how concepts and techniques are used in real organizations. Outstanding in-text features provide reinforcement and ensure understanding. The text's use of software allows instructors to focus on the managerial problem, while spending less time on the mathematical details of the algorithms.

Why use qualitative methods? What kinds of questions can qualitative methods help you answer? How do you actually do rigorous and reflective qualitative research in the real world? Written by a team of leading researchers associated with NatCen Social Research (the National Centre for Social Research) this textbook leads students and researchers through the entire process of qualitative research from beginning to end - moving through design, sampling, data collection, analysis and reporting. In this fully revised second edition you will find: A practical account of how to carry out qualitative research which recognises a range of current approaches and applications A brand new chapter on ethics A brand new chapter on observational research Updated advice on using software when analysing your qualitative data New case studies which illustrate issues you may encounter and how problems have been tackled by other researchers. This book is an ideal guide for students, practitioners and researchers faced with the challenges of doing qualitative research in both applied and academic settings in messy real-life contexts.

"Today, companies are competing in a very different environment than they were only a few years ago. Rapid changes such as a globally interconnected environment, the Internet, big data analytics, advances in technology, and sustainability imperatives have required businesses to adapt their standard practices. Operations management (OM) is the critical function through which companies can succeed in this competitive landscape. Operations management concepts are not confined to one department. Rather, they are far-reaching, affecting every functional aspect of the organization. Whether studying ac-counting, finance, human resources, information technology, management, marketing, or purchasing, students need to understand the critical impactoperations management has on any business"--

We□ve got you covered for Principles of Management with John Schermerhorn□s Management 12th Edition. From new cases and self-assessments to the Fast Company Video Series and Management Weekly Updates, the text and its comprehensive suite of resources promote critical thinking and active learning.Thoroughly updated while maintaining its trusted, balance of concepts and applications, Management 12th Edition allows you to present the most current material, help students apply theory and show relevance of management concepts in the real world□so your student will succeed in your course and beyond.

This book provides a platform for addressing human factors in software and systems engineering, both pushing the boundaries of current research and responding to new challenges, fostering new research ideas in the process. Topics include evolutionary and complex systems, human systems integration, smart grids and infrastructure, workforce training requirements, systems engineering education, and defense and aerospace. Based on the AHFE 2017 International Conference on Human Factors, Software, and Systems Engineering, held on July 17–21, 2017, Los Angeles, USA, this book is an inspiring guide for all researchers and professionals in the field of human factors, software and systems engineering.

Blending theory and practice, this innovative, interdisciplinary text equips students to act as ethical change agents who improve the moral performance of their work organizations. Written in a reader-friendly style, the book is structured around levels of organizational behavior. Author Craig E. Johnson examines ethics in not just corporations but all types of workplace organizations, including nonprofit, government, military, and educational entities.

Were you looking for the book with access to MyLab Math Global? This product is the book alone and does NOT come with access to MyLab Math Global. Students, if MyLab Math Global is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyLab Math Global should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. There's no doubt that a manager's job is getting tougher. Do it better, do it faster, do it cheaper are the pressures every manager faces. And at the heart of every manager's job is decision-making: deciding what to do and how to do it. This well-respected text looks at how quantitative analysis techniques can be used effectively to support such decision making. As a manager, developing a good understanding of the quantitative analysis techniques at your disposal is crucial. Knowing how, and when, to use them and what their results really mean can be the difference between making a good or bad decision and, ultimately, between business success and failure. Appealing both to students on introductory-level courses and to MBA and postgraduate students, this internationally successful text provides an accessible introduction to a subject area that students often find difficult. Quantitative Analysis for Decision Makers (formerly known as Quantitative Methods for Decision Makers) helps students to understand the relevance of quantitative methods of analysis to management decision-making by relating techniques directly to real-life business decisions in public and private sector organisations and focuses on developing appropriate skills and understanding of how the techniques fit into the wider management process. Key features: The use of real data sets to show how analytical techniques are used in practice "QADM in Action" case studies illustrating how organisations benefit from the use of analytical techniques Articles from the Financial Times illustrating the use of such techniques in a variety of business settings Fully worked examples and exercises supported by Excel data sets Student Progress Check activities in each chapter with solutions A 300+ page Tutors Solutions Manual

An examination of the neighborhood transformation, gentrification, and displacement that accompany more compact development around transit. Cities and regions throughout the world are encouraging smarter growth patterns and expanding their transit systems to accommodate this growth, reduce greenhouse gas emissions, and satisfy new demands for mobility and accessibility. Yet despite a burgeoning literature and various policy interventions in recent decades, we still understand little about what happens to neighborhoods and residents with the development of transit systems and the trend toward more compact cities. Research has failed to determine why some neighborhoods change both physically and socially while others do not, and how race and class shape change in the twenty-first-century context of growing inequality. Drawing on novel methodological approaches, this

book sheds new light on the question of who benefits and who loses from more compact development around new transit stations. Building on data at multiple levels, it connects quantitative analysis on regional patterns with qualitative research through interviews, field observations, and photographic documentation in twelve different California neighborhoods. From the local to the regional to the global, Chapple and Loukaitou-Sideris examine the phenomena of neighborhood transformation, gentrification, and displacement not only through an empirical lens but also from theoretical and historical perspectives. Growing out of an in-depth research process that involved close collaboration with dozens of community groups, the book aims to respond to the needs of both advocates and policymakers for ideas that work in the trenches.

Written with the non-mathematician in mind, QUANTITATIVE METHODS FOR BUSINESS, 13E by award-winning authors Anderson, Sweeney, Williams, Camm, Cochran, Fry, and Ohlmann equips your students with a strong conceptual understanding of the critical role that quantitative methods play in today's decision-making process. This applications-oriented text clearly introduces current quantitative methods, how they work, and how savvy decision makers can most effectively apply and interpret data. A strong managerial orientation motivates learning by weaving relevant, real-world examples throughout. The authors' hallmark Problem-Scenario Approach helps readers understand and apply mathematical concepts and techniques. The 13th Edition includes a more holistic description of how variable activity times affect the probability of a project meeting a deadline. In addition, numerous all-new Q.M. in Action vignettes, homework problems, and end-of-chapter cases are included. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The landmark project management reference, now in a new edition Now in a Tenth Edition, this industry-leading project management "bible" aligns its streamlined approach to the latest release of the Project Management Institute's Project Management Body of Knowledge (PMI®'s PM-BOK® Guide), the new mandatory source of training for the Project Management Professional (PMP®) Certificat-ion Exam. This outstanding edition gives students and professionals a profound understanding of project management with insights from one of the best-known and respected authorities on the subject. From the intricate framework of organizational behavior and struc-

ture that can determine project success to the planning, scheduling, and controlling processes vital to effective project management, the new edition thoroughly covers every key component of the subject. This Tenth Edition features: New sections on scope changes, exiting a project, collective belief, and managing virtual teams More than twenty-five case studies, including a new case on the Iridium Project covering all aspects of project management 400 discussion questions More than 125 multiple-choice questions (PMI, PMBOK, PMP, and Project Management Professional are registered marks of the Project Management Institute, Inc.)

A practical guide to using modern software effectively in quantitative research in the social and natural sciences. This book offers a practical guide to the computational methods at the heart of most modern quantitative research. It will be essential reading for research assistants needing hands-on experience; students entering PhD programs in business, economics, and other social or natural sciences; and those seeking quantitative jobs in industry. No background in computer science is assumed; a learner need only have a computer with access to the Internet. Using the example as its principal pedagogical device, the book offers tried-and-true prototypes that illustrate many important computational tasks required in quantitative research. The best way to use the book is to read it at the computer keyboard and learn by doing. The book begins by introducing basic skills: how to use the operating system, how to organize data, and how to complete simple programming tasks. For its demonstrations, the book uses a UNIX-based operating system and a set of free software tools: the scripting language Python for programming tasks; the database management system SQLite; and the freely available R for statistical computing and graphics. The book goes on to describe particular tasks: analyzing data, implementing commonly used numerical and simulation methods, and creating extensions to Python to reduce cycle time. Finally, the book describes the use of LaTeX, a document markup language and preparation system.

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.

Using Stata for Quantitative Analysis, Second Edition offers a brief, but thorough introduction to analyzing data with Stata software. It can be used as a reference for

any statistics or methods course across the social, behavioral, and health sciences since these fields share a relatively similar approach to quantitative analysis. In this book, author Kyle Longest teaches the language of Stata from an intuitive perspective, furthering students' overall retention and allowing a student with no experience in statistical software to work with data in a very short amount of time. The self-teaching style of this book enables novice Stata users to complete a basic quantitative research project from start to finish. The Second Edition covers the use of Stata 13 and can be used on its own or as a supplement to a research methods or statistics textbook.

Quantitative Analysis for Management, 12e, is a textbook aimed at helping undergraduate and graduate students develop an in-depth understanding of business analytics, quantitative methods, and management science. To enable students connect how the techniques presented in this book apply in the real world, computer-based applications and examples are a major focus of this edition. Mathematical models, with all the necessary assumptions, are presented in a clear and jargon-free language. The solution procedures are then applied to example problems alongside step-by-step how-to" instructions."

This book reports the best practices that companies established in Latin America are implementing in their manufacturing processes in order to generate high quality products and stay in the market. It lists the technologies, production and administrative philosophies that are being implemented, presenting a collection of successful cases of studies from Latin America. The book describes how the tools and techniques are being integrated, modified and combined to create new technical resources for assisting the decision making process for better economic performance in manufacturing companies. The efforts deployed for assisting the transformation of raw materials into products and services are described. The authors explain the main key success factors or drivers for success of each tool, technique or hybrid combination approach applied to solve manufacturing problems.

This book intends to be a complimentary reference for graduate and undergraduate courses of Business and Engineering. Readers not familiar with Multi-Criteria Decision Making (MCDM) and supply chain management (SCM) may have a first glance, reading isolate chapters. Moreover, the sequential order from Chapters 1 to 8 may be more instructive. Readers with expertise on MCDM or SCM will find interesting appli-

cations or proposals. The book also presents a systematic literature review, which confirms the leadership of analytic hierarchy process (AHP) and data envelopment analysis (DEA).

An introduction to the quantitative modeling of biological processes, presenting modeling approaches, methodology, practical algorithms, software tools, and examples of current research. The quantitative modeling of biological processes promises to expand biological research from a science of observation and discovery to one of rigorous prediction and quantitative analysis. The rapidly growing field of quantitative biology seeks to use biology's emerging technological and computational capabilities to model biological processes. This textbook offers an introduction to the theory, methods, and tools of quantitative biology. The book first introduces the foundations of biological modeling, focusing on some of the most widely used formalisms. It then presents essential methodology for model-guided analyses of biological data, covering such methods as network reconstruction, uncertainty quantification, and experimental design; practical algorithms and software packages for modeling biological systems; and specific examples of current quantitative biology research and related specialized methods. Most chapters offer problems, progressing from simple to complex, that test the reader's mastery of such key techniques as deterministic and stochastic simulations and data analysis. Many chapters include snippets of code that can be used to recreate analyses and generate figures related to the text. Examples are presented in the three popular computing languages: Matlab, R, and Python. A variety of online resources supplement the the text. The editors are long-time organizers of the Annual q-bio Summer School, which was founded in 2007. Through the school, the editors have helped to train more than 400 visiting students in Los Alamos, NM, Santa Fe, NM, San Diego, CA, Albuquerque, NM, and Fort Collins, CO. This book is inspired by the school's curricula, and most of the contributors have participated in the school as students, lecturers, or both. Contributors John H. Abel, Roberto Bertolusso, Daniela Besozzi, Michael L. Blinov, Clive G. Bowsher, Fiona A. Chandra, Paolo Cazzaniga, Bryan C. Daniels, Bernie J. Daigle, Jr., Maciej Dobrzynski, Jonathan P. Doye, Brian Drawert, Sean Fancer, Gareth W. Fearnley, Dirk Fey, Zachary Fox, Ramon Grima, Andreas Hellander, Stefan Hellander, David Hofmann, Damian Hernandez, William S. Hlavacek, Jianjun Huang, Tomasz Jetka, Dongya Jia, Mohit Kumar Jolly, Boris N. Kholodenko, Markek Kimmel, Michal Ko-

morowski, Ganhui Lan, Heeseob Lee, Herbert Levine, Leslie M Loew, Jason G. Lomnitz, Ard A. Louis, Grant Lythe, Carmen Molina-París, Ion I. Moraru, Andrew Mugler, Brian Munsky, Joe Natale, Ilya Nemenman, Karol Nienaltowski, Marco S. Nobile, Maria Nowicka, Sarah Olson, Alan S. Perelson, Linda R. Petzold, Sreenivasan Ponnambalam, Arya Pourzanjani, Ruy M. Ribeiro, William Raymond, William Raymond, Herbert M. Sauro, Michael A. Savageau, Abhyudai Singh, James C. Schaff, Boris M. Slepchenko, Thomas R. Sokolowski, Petr Šulc, Andrea Tangherloni, Pieter Rein ten Wolde, Philipp Thomas, Karen Tkach Tuzman, Lev S. Tsimring, Dan Vasilescu, Margaritis Voliotis, Lisa Weber

Don't let your creative ideas get picked apart and put down! If you're like most creative people, chances are high that you've had your share of ideas rejected by clients or decision makers. While we sometimes make the mistake of believing ideas should sell themselves, the fact is that the better and bolder the idea, the more it needs selling. This book contains powerful techniques to help you sell your ideas to those with approval power. You'll find tips from designers, writers, marketers and other creative professionals, along with meaty advice from selling and branding gurus. In no time, you'll be able to convince those who hold the purse strings that your ideas are worth pursuing and investing in. "Designers have a little known secret: Designing something is the easy part, getting others, specifically clients, to embrace that design is the real hard part. Harrison has put together dozens of tips that, if applied correctly, independently or in unison, will help you get those great design ideas approved." —Armin Vit and Bryony Gomez-Palacio, authors of Graphic Design, Referenced

Develop a strong conceptual understanding of the role that quantitative methods play in today's decision-making process. Written for the non-mathematician, this applications-oriented text introduces today's many quantitative methods, how they work, and how decision makers can most effectively apply and interpret data. A strong managerial orientation motivates while actual examples illustrate situations where quantitative methods make a difference in decision making. A strong Problem-Scenario Approach helps you understand and apply mathematical concepts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

In eight clear-cut steps, this book provides a systematic introduction to qualitative

content analysis and how you can use it in each stage of your research project, no matter the type or amount of data. Developed by a leading expert in the field and based on years of teaching experience, this book offers an essential framework for interpreting qualitative data for any social sciences student or researcher. To support you in choosing the best approach for your research, this book includes: · Examples of how QCA can be applied to various research processes · An introduction to text analysis and its different approaches · Discussions of how to use QCA software to benefit your research · An online how-to manual to help you get the most out of QCAmap software. It also introduces the process of scientific research, and integrates qualitative and quantitative analysis into the step-by-step approach.

A comprehensive presentation of essential topics for biological engineers, focusing on the development and application of dynamic models of biomolecular and cellular phenomena. This book describes the fundamental molecular and cellular events responsible for biological function, develops models to study biomolecular and cellular phenomena, and shows, with examples, how models are applied in the design and interpretation of experiments on biological systems. Integrating molecular cell biology with quantitative engineering analysis and design, it is the first textbook to offer a comprehensive presentation of these essential topics for chemical and biological engineering. The book systematically develops the concepts necessary to understand and study complex biological phenomena, moving from the simplest elements at the smallest scale and progressively adding complexity at the cellular organizational level, focusing on experimental testing of mechanistic hypotheses. After introducing the motivations for formulation of mathematical rate process models in biology, the text goes on to cover such topics as noncovalent binding interactions; quantitative descriptions of the transient, steady state, and equilibrium interactions of proteins and their ligands; enzyme kinetics; gene expression and protein trafficking; network dynamics; quantitative descriptions of growth dynamics; coupled transport and reaction; and discrete stochastic processes. The textbook is intended for advanced undergraduate and graduate courses in chemical engineering and bioengineering, and has been developed by the authors for classes they teach at MIT and the University of Minnesota.

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product or an eBook is sold. Please remember to fill out the variations section on the PMI with the book only information. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A leader in Introduction to Educational Research courses, Educational Research: Competencies for Analysis and Applications, ninth edition, remains a practical text focused on the skills and procedures students need in order to become competent consumers and producers of educational research. The accessible writing style and light, humorous tone of this book helps to demystify and enliven this demanding course.The textuses a direct, step-by-step approach to theresearch process.Tasks are included throughout the text to guide students through the process of creating their own research report. Published research articles are now included in every research methods chapter to provide students with illustrations of exemplary qualitative and quantitative research.Key changes in the ninth edition include an expanded coverage of qualitative research through a new chapter on Case Study Research (Chapter 17), a new chapter on Survey Research (Chapter 7), an increased emphasis on ethical considerations in the conduct of educational research (Chapter 1), and significant updates to Descriptive Statistics (Chapter 12) and Inferential Statistics (Chapter 13) that increase the coverage of how to use technology in the research process."

An accessible introduction to the essential quantitative methods for making valuable business decisions Quantitative methods-research techniques used to analyze quantitative data-enable professionals to organize and understand numbers and, in turn, to make good decisions. Quantitative Methods: An Introduction for Business Management presents the application of quantitative mathematical modeling to decision making in a business management context and emphasizes not only the role of data in drawing conclusions, but also the pitfalls of undiscerning reliance of software packages that implement standard statistical procedures. With hands-on applications and explanations that are accessible to readers at various levels, the book successfully outlines the necessary tools to make smart and successful business decisions. Progressing from beginner to more advanced material at an easy-to-follow pace, the author utilizes motivating examples throughout to aid readers interested in decision making and also provides critical remarks, intuitive traps, and counterexam-

ples when appropriate. The book begins with a discussion of motivations and foundations related to the topic, with introductory presentations of concepts from calculus to linear algebra. Next, the core ideas of quantitative methods are presented in chapters that explore introductory topics in probability, descriptive and inferential statistics, linear regression, and a discussion of time series that includes both classical topics and more challenging models. The author also discusses linear programming models and decision making under risk as well as less standard topics in the field such as game theory and Bayesian statistics. Finally, the book concludes with a focus on selected tools from multivariate statistics, including advanced regression models and data reduction methods such as principal component analysis, factor analysis, and cluster analysis. The book promotes the importance of an analytical approach, particularly when dealing with a complex system where multiple individuals are involved and have conflicting incentives. A related website features Microsoft Excel® workbooks and MATLAB® scripts to illustrate concepts as well as additional exercises with solutions. Quantitative Methods is an excellent book for courses on the topic at the graduate level. The book also serves as an authoritative reference and self-study guide for financial and business professionals, as well as readers looking to reinforce their analytical skills.

A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project Management Case Studies features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing

engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, Project Management: A Systems Approach to Planning, Scheduling, and Controlling. (PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.)

MANAGERIAL STATISTICS presents core statistical methods in a modern, unified spreadsheet-oriented approach with a focus on applications to business. This text illustrates, in a very hands-on, example-based approach, a variety of statistical methods to help students analyze data sets and uncover important information to aid decision making. This application focus, together with Excel spreadsheet add-ins, provides a complete learning resource for students.

Complete proceedings of the 13th European Conference on Research Methodology for Business and Management Studies ECRM 2013 PRINT version Published by Academic Conferences and Publishing International Limited.

The third edition of this textbook comprehensively discusses global supply chain and operations management (SCOM), combining value creation networks and interacting processes. It focuses on operational roles within networks and presents the quantitative and organizational methods needed to plan and control the material, information, and financial flows in supply chains. Each chapter begins with an introductory case study, while numerous examples from various industries and services help to illustrate the key concepts. The book explains how to design operations and supply networks and how to incorporate suppliers and customers. It examines how to balance supply and demand, a core aspect of tactical planning, before turning to the allocation of resources to meet customer needs. In addition, the book presents state-of-the-art research reflecting the lessons learned from the COVID-19 pandemic, and emerging, fast-paced developments in the digitalization of supply chain and operations management. Providing readers with a working knowledge of global supply chain and operations management, with a focus on bridging the gap between theory and practice, this textbook can be used in core, specialized, and advanced classes alike. It is intended for a broad range of students and professionals in supply chain and operations management.

Supply Chain Analytics introduces the reader to data analytics and demonstrates the value of their effective use in supply chain management. By describing the key supp-

ly chain processes through worked examples, and the descriptive, predictive and prescriptive analytic methods that can be applied to bring about improvements to those processes, the book presents a more comprehensive learning experience for the reader than has been offered previously. Key topics are addressed, including optimisation, big data, data mining and cloud computing. The author identifies four core supply chain processes – strategy, design, execution and people – to which the analytic techniques explained can be applied to ensure continuous improvement. Pedagogy to aid learning is incorporated throughout, including an opening section for each chapter explaining the learnings designed for the chapter; worked examples illustrating how each analytic technique works, how it is applied and what to be careful of; tables, diagrams and equations to help 'visualise' the concepts and methods covered; chapter case studies; and end-of-

chapter review questions and assignment tasks. Providing both management expertise and technical skills, which are essential to decision-makers in the supply chain, this textbook should be essential reading for advanced undergraduate and postgraduate students of supply chain analytics, supply chain leadership, and supply chain and operations management. Its practice-based and applied approach also makes it valuable for operating supply chain practitioners and those studying for professional qualifications. Online resources include chapter-by-chapter Power-Point slides, tutorial exercises, written assignments and a test bank of exam questions.

Assuming no prior knowledge, Educational Research by R. Burke Johnson and Larry Christensen offers a comprehensive, easily digestible introductory research methods text for undergraduate and graduate students. Readers will develop an understand-

ing of the multiple research methods and strategies used in education and related fields; how to read and critically evaluate published research; and the ability to write a proposal, construct a questionnaire, and conduct an empirical research study on their own. Students rave about the clarity of this best seller and its usefulness for their studies, enabling them to become critical consumers and users of research.
This text combines the market leading writing and presentation skills of Bill Stevenson with integrated, thorough, Excel modeling from Ceyhun Ozgur. Professor Ozgur teaches Management Science, Operations, and Statistics using Excel, at the undergrad and MBA levels at Valparaiso University --and Ozgur developed and tested all examples, problems and cases with his students. The authors have written this text for students who have no significant mathematics training and only the most elementary experience with Excel.