



Excel Models for Business & Operations Management +D3

John Barlow

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Excel Models for Business and Operations Management adopts a structured approach to management decision-making by integrating the activities of a manufacturing organization. The text is entirely assignment-based and uses Microsoft's Excel spreadsheet tool to develop over seventy models from finance, marketing and operations management. In addition, a full chapter is devoted to Excel's macro language Visual Basic for Applications (VBA). The book's learn-by-example approach helps to develop both mathematical and analytical skills by focusing on the practical aspects of business model-building. Excel Models for Business and Operations Management features VBA database application with full macro listing Formula templates for all models provided throughout the text Data disk containing all spreadsheet files supplied with the book End-of-chapter exercises with answers Detailed notes on Excel functions and commands Excel Models for Business and Operations Management is ideally suited to intermediate and advanced undergraduate, as well as MBA courses in business studies, finance, accounting, information technology, and operations management. It should also be of interest to managers and analysts who want to develop their model-building skills.

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