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*David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran*

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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. Instant online access provides students with Excel worksheets, LINGO, and the Excel add-in Analytic Solver Platform. Using Microsoft Excel to develop spreadsheet simulation models, the thoroughly revised Chapter 16 explains how to construct a spreadsheet simulation model using only native Excel functionality, while the chapter appendix covers how the use of Excel add-in Analytic Solver Platform facilitates more sophisticated simulation analyses. Data Tables and Goal Seek Excel features were also added to Appendix A to help in the construction of spreadsheet simulation models. The 13th Edition includes a more holistic description of how variable activity times affect the probability of a project meeting a deadline, while maintaining simplicity by showing when using the critical path for these calculations is reasonable. In addition, numerous all-new Q.M. in Action vignettes, homework problems, and end-of-chapter cases are included throughout.

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