



Computer Simulation in Business Decision Making: A Guide for Managers, Planners, and MIS Professionals (Hardback)

By Roy L. Nersesian

ABC-CLIO, United States, 1989. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Here is a comprehensive guide to the incorporation of computer simulation in all levels of the planning function of an organization. Writing for managers of planning, planners, and programmers, the author enables readers to gain an overall understanding of the potential role of simulation in planning, to apply simulation to their own particular needs, and to translate planning concepts into computer instructions. Nersesian demonstrates that for manager, planner, and programmer alike, simulation is not difficult in concept nor complicated to put into practice. The author argues that simulation is a necessary activity in a planning environment characterized by uncertain futures and rapidly changing conditions. The book is organized into separate chapters, each of which acts as a case study of an aspect in the use of simulation. The synopsis that begins every chapter provides the manager of a planning operation with an appreciation of the general application of simulation to one facet of planning. The chapters themselves focus on particular situations which might befall a planner within the general application of simulation to the planning process. Special appendices--designed to aid programmers who...



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