



Excel Models for Business and Operations Management

John Barlow

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Excel Models for Business and Operations Management, Second Edition, 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 software to develop over eighty models. Everyday examples from finance, marketing and operations management form the basis of the book's 'hands-on' development models. As in the previous edition, the emphasis is on the practical implementation of real-world models rather than traditional theoretical concepts. The book's learn-by-example approach helps to develop both analytical and mathematical skills by focusing on the formulation and building of business models. New features in the second edition include - Finance models in a new chapter on investment analysis models - Job sequencing including a VBA routine for Johnson's Rule - Multiplicative Holt-Winter's model - All models and reference notes updated to the latest version of Excel, Excel Models for Business and Operations Management is ideally suited to intermediate and advanced undergraduate courses, as well as MBA courses, in business studies, finance, accounting, information technology, and operations management. It should be of interest to managers and analysts who want to develop their model-building skills.

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