DESCRIPTION

The 5th edition of this popular book is essential for management science students, MBAs and practitioners in this area. It shows how practical simulation models are built and used, and provides the theory needed to do this - whatever software is used. It covers the modelling methods, computing and statistical requirements for successful simulation.

ABOUT THE AUTHOR

Michael Pidd is Professor of Management Science in the Management Science Department of Lancaster University Management School. He is author of Tools for Thinking: Modelling in Management Science, now in its second edition, and editor of Systems Modelling: Theory and Practice - both published by John Wiley & Sons. He is a consultant to businesses and the public sector, a former President of the Operational Research Society and is a Research Fellow in the UK's Advanced Institute for Management Research.

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FEATURES

• Computer simulation is a crucial aspect of management science - a new edition of a cornerstone work.
• Mike Pidd is head of Management Science at Lancaster University and a past President of the OR Society - he has taught simulation for over 20 years.
• Fully updated to keep pace with advances in the field, including links to current software and discussion of how simulation can achieve real benefits in organizations.

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