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Nota di contenuto	Intro Editors Preface What are Operations Research and Management Science? Second Edition Third Edition Acknowledgments About the Editors Advisory Board Members Contributors A A* Algorithm See References Acceptance Sampling Acceptance-Rejection Method See Accounting Prices Accreditation Active Constraint See Active Set Methods Activity See Activity Level See Activity-Analysis Problem See Acyclic Network See Adjacent See Adjacent (Neighboring) Extreme Points Advertising Introduction Sales- Advertising Relationship Optimal Advertising Policy Competition Over-Time Effects Concluding Remarks See References Affiliated Values Bidding Model See Affine Transformation Affine-Scaling Algorithm See Agency Theory Agent See

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Sommario/riassunto	The goal of the Encyclopedia of Operations Research and Management Science is to provide decision makers and problem solvers in business, industry, government, and academia a comprehensive overview of the wide range of ideas, methodologies, and synergistic forces that combine to form the preeminent decision-aiding fields of operations research and management science (OR/MS). The impact of OR/MS on the quality of life and economic well being of everyone is a story that deserves to be told in its full detail and glory. The Encyclopedia of Operations Research and Management Science is the prologue to that story. The editors, working with the Encyclopedia's Editorial Advisory Board, surveyed and divided OR/MS into specific topics that collectively encompass the foundations, applications, and emerging elements of this ever-changing field. We also wanted to establish the close associations that OR/MS has maintained with other scientific endeavors, with special emphasis on its symbiotic relationships with computer science, information systems, and mathematics. Based on our broad view of OR/MS, we enlisted a distinguished international group of academics and practitioners to contribute articles on subjects for which they are renowned. We commissioned over 200 major expository articles and complemented them by numerous descriptions, discussions, definitions, and abbreviations. The connections between topics are highlighted by an entry's final "See" statement, as appropriate. Each article provides a background or history of the topic, describes relevant applications, overviews present and future trends, and lists seminal and current references. To allow for variety in exposition, the authors were instructed to present their material from their research and applied perspectives. In particular, the authors, each of whom is a leading authority on the particular subject, were allowed to use whatever mathematical notation they felt was standard for their topics. The Encyclopedia's intended audience is technically diverse and