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Nota di contenuto	Section 1. Introduction to operations research -- 1. Introduction to operations research and guide to LINGO software -- Section 2. Applications in operations management -- 2. Product mix -- 3. Facility location -- 4. Cable layout -- 5. Planning check-in counters -- 6. Scheduling of a production line -- 7. Shift staff planning -- 8. Production planning -- 9. Blending of dog diet -- 10. Paper roll trimming -- Section 3. Applications in supply chain management -- 11. Multicommodity transport planning -- 12. Single delivery truck routing -- 13. Multiple delivery trucks routing -- 14. Supplier selection with multiple criteria -- Section 4. Applications in marketing management -- 15. Revenue management -- Section 5. Applications in financial management -- 16. Portfolio management -- 17. Capital budgeting -- 18. Bank asset liability management -- 19. Index fund construction -- Section 6. Applications in transport management -- 20. Airline network design -- 21. Performance measurement using data envelopment analysis -- Notes -- References -- Index.
Sommario/riassunto	Operations Research is a bouquet of mathematical techniques that have evolved over the last six decades to improve the process of business decision making. Operations Research offers tools to optimize and find the best solutions to myriad decisions that managers have to take in their day to day operations or while carrying out strategic planning. Today, with the advent of operations research software, these tools can be applied by managers even without any knowledge of the mathematical techniques that underlie the solution procedures.

