1. Record Nr. UNINA9910819684503321 Autore Brandimarte Paolo Titolo Quantitative methods: an introduction for business management // Paolo Brandimarte Hoboken, N.J.,: Wiley, 2011 Pubbl/distr/stampa **ISBN** 9786613110701 9781283110709 1283110709 9781118023488 111802348X 9781118023525 1118023528 9781118023457 1118023455 Edizione [1st edition] Descrizione fisica 1 online resource (912 p.) Disciplina 658.0072 Soggetti Management - Mathematical models Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. pt. 1. Motivations and foundation -- pt. 2. Elementary probability and Nota di contenuto statistics -- pt. 3. Models for decision making -- pt. 4. Advanced statistical modeling. Sommario/riassunto "This book consists of the following four parts: Motivations and Foundations: Elementary Probability and Statistics: Decision Making Models; and Advanced Statistical Modeling. Part I is introductory, and an initial chapter provides motivation for all of the subsequent chapters by means of simple, but (hopefully) well-thought, toy examples. The following two chapters lay down necessary foundations in calculus and algebra. Part II consists of a classical course in probability and statistics, and the author stresses the use of many examples and counter-examples. Part III addresses decision making since probability

and statistics are used to make decisions. Deterministic models, i.e. typical LP models, are introduced, and the emphasis is on modeling

rather than computation by the simplex method. Emphasis is also placed on risk aversion and risk measures, and the author illustrates portfolio management as a main motivator. Part IV builds on Part II and discusses a few multivariate analysis models. To help less mathematically inclined readers, each chapter in Part IV contains an initial section that illustrates and motivates each approach without delving into too many details. These readers may wish to skip the remainder of each chapter. The book's companion Web site includes Microsoft Office Excel workbooks to illustrate concepts. In addition, MATLAB files, additional excercises with solutions are provided online"

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