Record Nr. UNINA9910876629603321 Autore Powell Stephen G Titolo Modeling for insight: a master class for business analysts / / Stephen G. Powell, Robert J. Batt Hoboken, NJ,: John Wiley & Sons, c2008 Pubbl/distr/stampa **ISBN** 1-118-21048-4 1-281-93759-2 9786611937591 0-470-38720-3 0-470-38719-X Descrizione fisica 1 online resource (496 p.) Altri autori (Persone) BattRobert J Disciplina 658.4 658.40352 Soggetti **Decision making** Business planning **Business - Computer simulation** Electronic spreadsheets 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. MODELING FOR INSIGHT: CONTENTS: PREFACE: USING THIS BOOK: Nota di contenuto ACKNOWLEDGMENTS; ACKNOWLEDGMENTS FOR CASES; ABOUT THE AUTHORS; PART I; 1. Introduction; 2. Foundations of Modeling for Insight; 3. Spreadsheet Engineering; PART II; 4. A First Example-The Red Cross Problem; 5. Retirement Planning Problem; 6. Technology Option; PART III; 7. MediDevice; 8. Draft Commercials; 9. New England College Skiway; 10. National Leasing, Inc.; 11. Pharma X and Pharma Y; 12. Invivo Diagnostics, Inc.; Appendix A: Guide to Solver(®); Appendix B: Guide to Crystal Ball(®); Appendix C: Guide to the Sensitivity Toolkit **INDEX** Sommario/riassunto Praise for Modeling for Insight ""Most books on modeling are either too theoretical or too focused on the mechanics of programming. Powell and Batt's emphasis on using simple spreadsheet models to gain

business insight (which is, after all, the name of the game) is what

makes this book stand head and shoulders above the rest. This clear and practical book deserves a place on the shelf of every business analyst.""-Jonathan Koomey, PhD, Lawrence Berkeley National Laboratory and Stanford University, author of Turning Numbers into Knowledge: Mastering the Art of Problem Solv