

Decision Sciences



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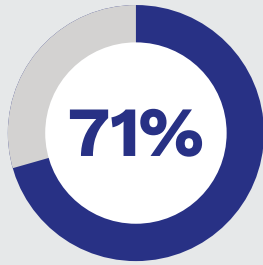


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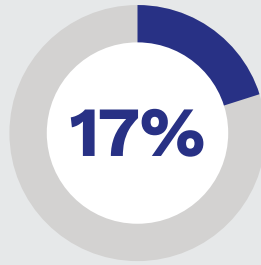


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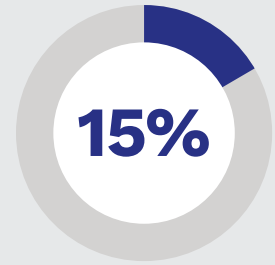
Student Reviews



Were more motivated to learn with MindTap



Increase in homework scores with MindTap



Increase in GPA with MindTap

Better Comprehension, Higher Grades

Students achieve good grades when they comprehend key concepts through a learning experience that combines visual, verbal auditory, written and active instruction to foster meaningful learning.

Build Confidence & Aim Higher

Personalized course content into learning paths can help students build connected learning experiences that are engaging.

Engaged Learners Succeed

Students who use online learning platforms regularly are more inclined to attend classes and complete their assignments on the go through their devices.

LMS Integration

Enhanced features help manage every aspect of your class in one place, from practice and graded assignments to quizzes and tests.

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Order form/pricelist is available upon request through Cengage Learning Consultant.

Special price requests for class adoption are subject to approval. Please contact your Cengage Learning Consultant for details.

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DECISION SCIENCES

BUSINESS ANALYTICS

NEW EDITION

BUSINESS ANALYTICS, 8E

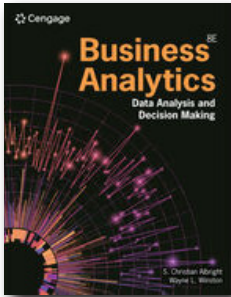
Data Analysis & Decision Making

*S. Christian Albright, Indiana University,
School of Business (Emeritus)*

*Wayne L. Winston, Indiana University,
Kelley School of Business (Emeritus)*

© 2025, 1000pp, Hardback, 9780357984581

MindTap



Master data analysis, modeling and spreadsheets with Albright/Winston's BUSINESS ANALYTICS: DATA ANALYSIS & DECISION MAKING, 8TH EDITION. This analytical approach delivers a proven **t e a c h - b y - e x a m p l e** approach, student-friendly

writing and integration with Excel. The data-oriented new edition covers the two main Power BI tools in Excel, Power Query and Power Pivot, and includes sections on implementing these tools in Power BI Desktop. Current problems and cases demonstrate the importance of the concepts you are learning. MindTap, the online learning platform, provides a wealth of helpful study tools such as interactive eBook, Excel assignments and homework, videos and much more.

NEW EDITION

DATA VISUALIZATION, 2E

Exploring and Explaining with Data

Jeffrey D. Camm, Wake Forest University;

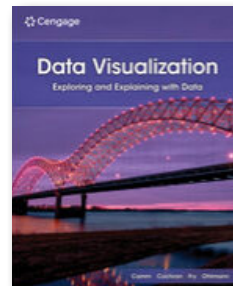
James J. Cochran, University of Alabama;

Michael J. Fry, University of Cincinnati;

Jeffrey W. Ohlmann, University of Iowa

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MindTap



Camm/Cochran/Fry/Ohlmann's DATA VISUALIZATION: EXPLORING AND EXPLAINING WITH DATA, 2nd Edition, is designed to introduce best practices in data visualization to undergraduate and graduate students. This is

one of the first books on data visualization designed for college courses. The book contains material on effective design, choice of chart type, effective use of color, how to both explore data visually and how to explain concepts and results visually in a compelling way with data. The book explains both the "why" of data visualization and the "how." That is, the book provides lucid explanations of the guiding principles of data visualization through the use of interesting examples.

NEW EDITION

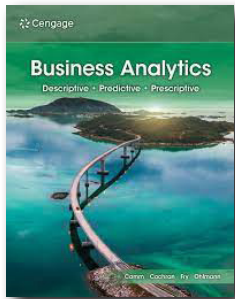
BUSINESS ANALYTICS, 5E

Exploring and Explaining with Data

Jeffrey D. Camm, Wake Forest University;
James J. Cochran, University of Alabama;
Michael J. Fry, University of Cincinnati;
Jeffrey W. Ohlmann, University of Iowa

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MindTap WebAssign eBook



Present the full range of analytics -- from descriptive and predictive to prescriptive analytics -- with Camm/Cochran/Fry/Ohlmann's market-leading BUSINESS ANALYTICS, 5E. Clear, step-by-step instructions teach students how to use Excel, Tableau, R or the

Python-based Orange data mining software to solve more advanced analytics concepts. As instructor, you choose your preferred software for teaching concepts. Extensive solutions to problems and cases save grading time while providing students with critical practice. Updates throughout this edition cover topics beyond the traditional quantitative concepts, such as data wrangling, data visualization and data mining, which are increasingly important in today's analytical problem solving. In addition, MindTap and WebAssign customizable online learning platforms offer an interactive eBook, auto-graded exercises, algorithmic practice problems and Exploring Analytics visualizations to strengthen students' understanding.

AE BUSINESS ANALYTICS, 4E

Jeffrey D. Camm, Wake Forest University;
James J. Cochran, University of Alabama;
Michael J. Fry, University of Cincinnati;
Jeffrey W. Ohlmann, University of Iowa

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MindTap

AsiaTitle



Develop the analytical skills that are in high demand in businesses today with Camm/Cochran/Fry/Ohlmann's best-selling BUSINESS ANALYTICS, 4E. You master the full range of analytics as you strengthen descriptive, predictive and prescriptive

analytic skills. Real examples and memorable visuals illustrate data and results for each topic. Step-by-step instructions guide you through using Microsoft® Excel, Tableau, R, and JMP Pro software to perform even advanced analytics concepts. Practical, relevant problems at all levels of difficulty further help you apply what you've learned. This edition assists you in becoming proficient in topics beyond the traditional quantitative concepts, such as data visualization and data mining, which are increasingly important in today's analytical problem solving. MindTap digital learning resources with an interactive eBook, algorithmic practice problems with solutions and Exploring Analytics visualizations strengthen your understanding of key concepts.

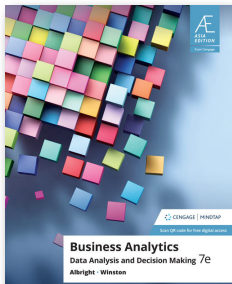
AE BUSINESS ANALYTICS: DATA ANALYSIS & DECISION MAKING, 7E

S. Christian Albright, *Indiana University, School of Business (Emeritus)*; Wayne L. Winston, *Indiana University, Kelley School of Business (Emeritus)*

© 2020, 912pp, Paperback, 9789814878180

MindTap

AsiaTitle



Guide your students in mastering data analysis, modeling and the effective use of spreadsheets with Albright/Winston's popular **BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 7E**.

This book's quantitative methods approach delivers the tools to succeed with a proven teach-by-example approach, student-friendly writing style and complete integration with the latest version of Excel. You also have the flexibility to use earlier versions of Excel. This edition is more data-oriented than ever before with a new chapter covering the two main Power BI tools in Excel -- Power Query and Power Pivot -- and a section on data visualization with Tableau Public. Current problems, cases and examples highlight the relevance of the material. In addition, a Companion Website includes data and solutions files, PowerPoint slides, SolverTable for optimization sensitivity analysis and the Palisade DecisionTools Suite.

BUSINESS STATISTICS

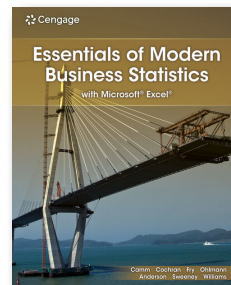
NEW EDITION

ESSENTIALS OF MODERN BUSINESS STATISTICS WITH MICROSOFT® EXCEL®, 9E

Jeffrey D. Camm, Wake Forest University;
James J. Cochran, University of Alabama;
Michael J. Fry, University of Cincinnati;
Jeffrey W. Ohlmann, University of Iowa;
David R. Anderson, University of Cincinnati;
Dennis J. Sweeney, University of Cincinnati;
Thomas A. Williams, Rochester Institute of Technology

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MindTap



Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams' **ESSENTIALS OF MODERN BUSINESS STATISTICS WITH MICROSOFT® EXCEL®, 9th Edition**, balances real-world applications with an integrated focus on the

latest version of Microsoft® Excel®. Learn to master statistical methodology with an easy-to-follow presentation of a statistical procedure followed by a discussion on how to use Excel®. Step-by-step instructions and images ensure understanding.

Over 70 new business examples, proven methods and application exercises show how statistics provide insights into today's business decisions and problems. A unique problem-scenario approach and new case problems demonstrate how to apply statistical methods to practical business situations. MindTap digital resources provide tools to help you master Excel®, Excel® Online and R as well as gain an understanding of business statistics.

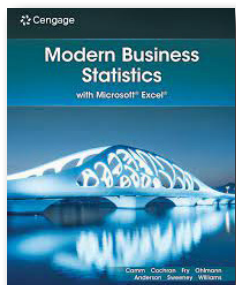
NEW EDITION

MODERN BUSINESS STATISTICS WITH MICROSOFT® EXCEL®, 8E

Jeffrey D. Camm, Wake Forest University;
James J. Cochran, University of Alabama;
Michael J. Fry, University of Cincinnati;
Jeffrey W. Ohlmann, University of Iowa;
David R. Anderson, University of Cincinnati;
Dennis J. Sweeney, University of Cincinnati;
Thomas A. Williams, Rochester Institute of Technology

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MindTap eBook



Develop a strong understanding of the importance of statistics in business with Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams' MODERN BUSINESS STATISTICS WITH MICROSOFT® EXCEL®, 8th Edition.

Balance real-world applications focusing on the latest version of Microsoft® Excel®. Develop each statistical technique in an application setting. Master statistical methodology with easy-to-follow presentations of statistical procedures then discuss how to use Excel® using step-by-step instructions and screen images.

Over 90 new business examples, proven methods and application exercises show how statistics provide insights into business decisions and problems. A problem-scenario approach emphasizes how to apply statistical methods to practical business situations. Check your understanding with new case problems, while MindTap digital resources help you master Excel®, Excel Online and R.

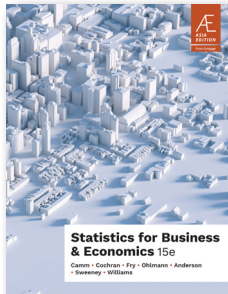
NEW EDITION

AE STATISTICS FOR BUSINESS AND ECONOMICS, 15E

Jeffrey D. Camm, Wake Forest University;
James J. Cochran, University of Alabama;
Michael J. Fry, University of Cincinnati;
Jeffrey W. Ohlmann, University of Iowa;
David R. Anderson, University of Cincinnati;
Dennis J. Sweeney, University of Cincinnati;
Thomas A. Williams, Rochester Institute of Technology

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WebAssign eBook



Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams' market-leading STATISTICS FOR BUSINESS AND ECONOMICS, 15E draws from the authors' unmatched experience to introduce statistics using clear statistical methodology, a

proven problem-scenario approach and meaningful applications that demonstrate how statistical information impacts business decisions. More than 350 real and updated business examples, new and relevant cases and hands-on exercises present the latest statistical data and business information with unwavering accuracy. Step-by-step instructions for Excel®, the latest JMP® Student Edition and R guide students in using this business software for data analysis. WebAssign allows you to deliver your course using online activities, secure testing, an eBook and student study resources.

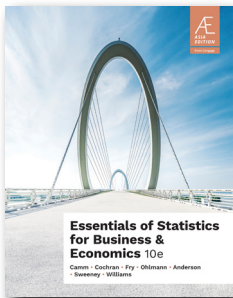
NEW EDITION

AE ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 10E

*Jeffrey D. Camm, Wake Forest University;
James J. Cochran, University of Alabama;
Michael J. Fry, University of Cincinnati;
Jeffrey W. Ohlmann, University of Iowa;
David R. Anderson, University of Cincinnati;
Dennis J. Sweeney, University of Cincinnati;
Thomas A. Williams, Rochester Institute of Technology*

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WebAssign eBook



Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams' market-leading ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 10E draws from the authors' unmatched experience to introduce the most important elements of

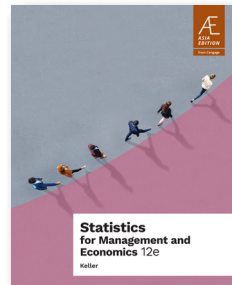
statistics using clear methodology, a proven problem-scenario approach and meaningful applications that demonstrate how statistical information impacts business decisions. More than 350 real and updated business examples, new and relevant cases and hands-on exercises present the latest statistical data with unwavering accuracy. Step-by-step instructions for Excel®, the latest JMP® Student Edition and R guide students in using this business software for data analysis. WebAssign allows you to deliver online activities, secure testing, an eBook and student study resources.

AE STATISTICS FOR MANAGEMENT AND ECONOMICS 12E

Gerald Keller, Wilfrid Laurier University

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Discover how important statistical methods are for today's managers and economists as you learn how to apply these tools to real business problems with Keller's best-selling STATISTICS FOR MANAGEMENT AND ECONOMICS, 12E. This

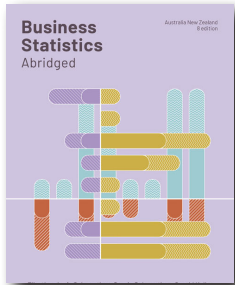
edition emphasizes applications over calculations. A unique three-step "ICI" approach to problem solving teaches you how to "identify" the correct statistical technique by focusing on the problem objective and data type; "compute" the statistics by hand or using Excel® XLSTAT or STATA®; and, finally, "interpret" the results within the context of the problem. Data-driven examples and more than 30 cases demonstrate how marketing managers, financial analysts, accountants and economists rely on statistical applications. In addition, thousands of exercises and datasets use real data from individuals, sports teams or the stock market to let you practice what you've learned. MindTap digital resources include XLSTAT commercial Excel add-in and additional activities for practice.

BUSINESS STATISTICS ABRIDGED: AUSTRALIA AND NEW ZEALAND, 8E

Eliyathamby A, Griffith University; Saroja Selvanathan, Griffith University; Gerald Keller, Wilfrid Laurier University

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MindTap **eBook**



Business Statistics teaches you skills that you can use throughout your career. It illustrates how vital statistical methods and tools are for today's managers and analysts, and how to apply them to business problems using real-world data. Statistical

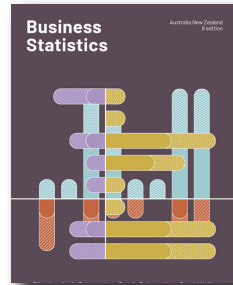
data analysis is the backbone of sound business decision making, and finding the right tool to analyse a particular business problem is the key. The book shows you how to analyse data by focusing on the kind of problem you face, the type of data involved and the appropriate technique for solving the problem. It also includes data-driven examples, exercises and cases that cover how marketing managers, financial analysts, accountants, economists and others use statistics. This edition includes the NEW XLStat analysis plugin/tool.

BUSINESS STATISTICS: AUSTRALIA AND NEW ZEALAND, 8E

Eliyathamby A, Griffith University; Saroja Selvanathan, Griffith University; Gerald Keller, Wilfrid Laurier University

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MindTap **eBook**



Business Statistics teaches you skills that you can use throughout your career. It illustrates how vital statistical methods and tools are for today's managers and analysts, and how to apply them to business problems using real-world data. Statistical

data analysis is the backbone of sound business decision making, and finding the right tool to analyse a particular business problem is the key. The book shows you how to analyse data by focusing on the kind of problem you face, the type of data involved and the appropriate technique for solving the problem. It also includes data-driven examples, exercises and cases that cover how marketing managers, financial analysts, accountants, economists and others use statistics. This edition includes the NEW XLStat analysis plugin/tool.

MANAGEMENT SCIENCE

AN INTRODUCTION TO MANAGEMENT SCIENCE, 16E Quantitative Approaches to Decision Making

Jeffrey D. Camm, Wake Forest University;
James J. Cochran, University of Alabama;
Michael J. Fry, University of Cincinnati;
Jeffrey W. Ohlmann, University of Iowa;
David R. Anderson, University of Cincinnati;
Dennis J. Sweeney, University of Cincinnati;
Thomas A. Williams, Rochester Institute of Technology

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WebAssign



Gain a strong understanding of the role of management science in the decision-making process while mastering the latest advantages of Microsoft® Office Excel® 365 with Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams' AN

INTRODUCTION TO MANAGEMENT SCIENCE: QUANTITATIVE APPROACHES TO DECISION MAKING, 16E. This market-leading edition uses a proven problem-scenario approach in a new full-color design as the authors introduce each quantitative technique within an application setting. You learn to apply the management science model to generate solutions and make recommendations for management. Updates clarify concept explanations while new vignettes and problems demonstrate concepts at work. All data sets, applications and screen visuals reflect the details of Excel® 365 to prepare you to work with the latest spreadsheet tools. In addition, WebAssign courseware demonstrates techniques with instant feedback, problem walk-throughs and step-by-step tutorials.

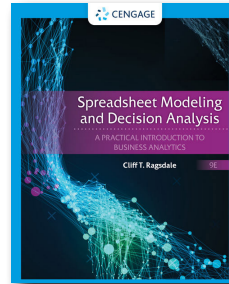
SPREADSHEET MODELING & DECISION ANALYSIS, 9E

A Practical Introduction to Business Analytics

Cliff Ragsdale, Virginia Polytechnic Institute and State University

© 2022, 864pp, Hardback, 9780357132098

WebAssign eBook



Master key spreadsheet and business analytics skills with SPREADSHEET MODELING AND DECISION ANALYSIS: A PRACTICAL INTRODUCTION TO BUSINESS ANALYTICS, 9E, written by respected business analytics innovator

Cliff Ragsdale. This edition's clear presentation, realistic examples, fascinating topics and valuable software provide everything you need to become proficient in today's most widely used business analytics techniques using the latest version of Excel® in Microsoft® Office 365 or Office 2019. Become skilled in the newest Excel functions as well as Analytic Solver® and Data Mining add-ins. This edition helps you develop both algebraic and spreadsheet modeling skills. Step-by-step instructions and annotated, full-color screen images make examples easy to follow and show you how to apply what you learn about descriptive, predictive and prescriptive analytics to real business situations. WebAssign online tools and author-created videos further strengthen understanding.

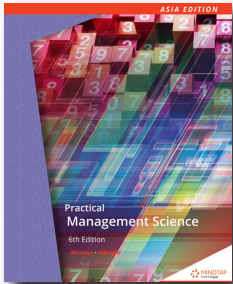
AE PRACTICAL MANAGEMENT SCIENCE, 6E

Wayne L. Winston, *Indiana University, Kelley School of Business (Emeritus)*; S. Christian Albright, *Indiana University, School of Business (Emeritus)*

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AsiaTitle



Help students take full advantage of the power of spreadsheet modeling with the book geared entirely to Excel 2016 -- Winston/Albright's PRACTICAL MANAGEMENT SCIENCE, 6E. This book integrates modeling into all functional areas of

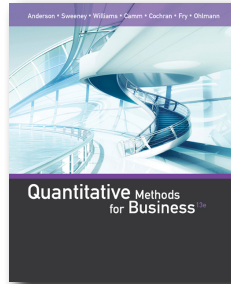
business -- finance, marketing, operations management -- using real examples and real data. Theory blends with applied, relevant learning for a solid foundation, followed by practical, hands-on exercises that emphasize the methodologies. The book focuses on modeling rather than algebraic formulations and memorization of particular models. New and updated cases help highlight the latest changes in the accompanying @RISK and PrecisionTree add-ins. Optimization chapters incorporates "BigPicture" diagrams of spreadsheet models, while a new chapter emphasizes data mining. In addition, almost 30 updated tutorial videos clarify concepts and work through examples.

QUANTITATIVE METHODS FOR BUSINESS, 13E

David R. Anderson, *University of Cincinnati*; Dennis J. Sweeney, *University of Cincinnati*; Thomas A. Williams, *Rochester Institute of Technology*; Jeffrey D. Camm, *University of Cincinnati*

© 2016, 936pp, Hardback, 9781285866314

WebAssign eBook



Written with the non-mathematician in mind, QUANTITATIVE METHODS FOR BUSINESS, 13E by award-winning authors Anderson, Sweeney, Williams, Camm, Cochran, Fry, and Ohlmann equips your students with a strong conceptual

understanding of the critical role that quantitative methods play in today's decision-making process. This applications-oriented text clearly introduces current quantitative methods, how they work, and how savvy decision makers can most effectively apply and interpret data. A strong managerial orientation motivates learning by weaving relevant, real-world examples throughout. The authors' hallmark "Problem-Scenario Approach" helps readers understand and apply mathematical concepts and techniques. Instant online access provides students with Excel® worksheets, LINGO, and the Excel add-in Analytic Solver Platform. Using Microsoft Excel to develop spreadsheet simulation models, the thoroughly revised Chapter 16 explains how to construct a spreadsheet simulation model using only native Excel functionality.

MAKING HARD DECISIONS WITH DECISIONTOOLS, 3E

Robert T. Clemen, *Fuqua School of Business, Duke University*;
Terence Reilly, *Babson College*

© 2014, 848pp, Hardback, 9780538797573

eBook

MAKING HARD DECISIONS WITH DECISIONTOOLS® is a new edition of Bob Clemen's best-selling title, MAKING HARD DECISIONS. This straightforward book teaches the fundamental ideas of decision analysis, without an overly technical explanation of the mathematics used in decision analysis. This new version incorporates and implements the powerful DecisionTools® software by Palisade Corporation, the world's leading toolkit for risk and decision analysis. At the end of each chapter, topics are illustrated with step-by-step instructions for DecisionTools®. This new version makes the text more useful and relevant to students in business and engineering.

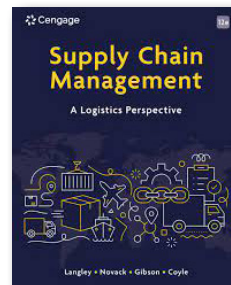
OPERATIONS MANAGEMENT

NEW EDITION

SUPPLY CHAIN MANAGEMENT, 12E A Logistics Perspective

C. John Langley, Jr., *Pennsylvania State University*
Robert A. Novack, *Penn State University*
Brian J. Gibson, *Auburn University*
John J. Coyle, *Penn State University*

© 2025, 656pp, Hardback, 9780357984864



Using a reader-friendly and straightforward approach, Langley/Novack/Gibson/Coyle's SUPPLY CHAIN MANAGEMENT: A LOGISTICS PERSPECTIVE, 12th Edition, blends logistics theory with practical

applications. The latest content highlights emerging issues, technology developments and global changes in the constantly evolving and critically-important field of supply chain management. This edition examines today's real companies and how public and private organizations are responding to the continuing pressure to modernize and transform their supply chains. Dive into real-world businesses and see how organizations respond to the ongoing need for modernization in their supply chains. Experience hands-on learning with updated features, brief cases and global content -- providing a glimpse into the decisions supply chain managers make daily. Each chapter begins with profiles that spotlight real organizations, people or events -- underlining the significance of current supply chain matters.

NEW EDITION

TRANSPORTATION, 10E

A Global Supply Chain Perspective

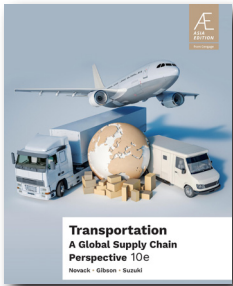
Robert A. Novack, Penn State University;

Brian Gibson, Auburn University;

Yoshinori Suzuki, Iowa State University

© 2024, 464pp, Paperback, 9789815160642

eBook



Introduce students to what is arguably the most critical and complex component of global supply chains with Novack/Gibson/Suzuki's **TRANSPORTATION: A GLOBAL SUPPLY CHAIN PERSPECTIVE, 10E.**

Comprehensive coverage and a managerial approach highlight the importance of transportation in today's companies and society. Students examine the framework for transportation from both a micro and macro perspective. Updates explore the theoretical and managerial dimensions of transportation in supply chains, including regulation and public policy, while also reviewing operations, service and cost structure. The authors spotlight transportation management issues with insights into strategic challenges in the movement of goods through the supply chain. New readings, updated cases and current examples emphasize global topics with new coverage of hard and soft technology and expanded discussions of fuel, energy, managerial, economic and environmental issues. Instructor resources are also available.

NEW EDITION

OPERATIONS AND SUPPLY CHAIN MANAGEMENT, 3E

David Alan Collier, Florida Gulf Coast University;

James R. Evans, Carl H. Lindner College of Business, University of Cincinnati

© 2024, 700pp, Paperback, 9789815160659

MindTap eBook



Present the fundamental concepts and today's applications of operations (OM) and supply chain management (SCM) with **OPERATIONS AND SUPPLY CHAIN MANAGEMENT, 3E** by award-winning authors Collier and Evans. This

edition provides balanced coverage of both manufacturing and service businesses with updates, recent developments and new concepts that highlight the latest changes in OM and SCM. This edition clearly explains concepts while using contemporary practical examples ideal for business students, updated boxed features and new and updated case studies. Discussions highlight new concepts and new Excel techniques and digital tools, while solved problems illustrate key formulas and computations. MindTap online learning platform is also available to support both manual calculations and the use of Excel spreadsheet templates and models.

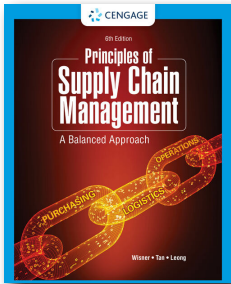
PRINCIPLES OF SUPPLY CHAIN MANAGEMENT, 6E

A Balanced Approach

Joel D. Wisner, *University of Nevada, Las Vegas*; Keah-Choon Tan, *University of Nevada, Las Vegas*; G. Keong Leong, *University of Nevada, Las Vegas*

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MindTap



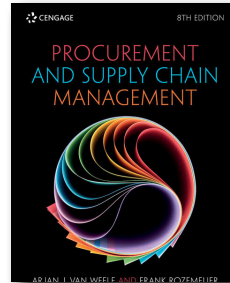
Learn to effectively manage all supply chain activities with Wisner/Tan/Leong's **PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH, 6E**. This unique text discusses supply management from four perspectives: purchasing,

operations, logistics and process integration. This balanced approach varies significantly from other books that concentrate on only one area. Updates and new references highlight recent events, including supply chain challenges during the global pandemic. This edition follows the natural flow through the supply chain of trading partners as you examine how supply chain management impacts all areas and processes of the firm. You learn to address real concerns in both domestic and global supply chains as well-organized chapters demonstrate the practical applications of supply chain management in today's workplace. Updated profiles and interesting business examples demonstrate practices at work. MindTap digital resources are available to assist in mastering concepts.

PROCUREMENT AND SUPPLY CHAIN MANAGEMENT, 8E

van Weele, *Eindhoven University of Technology*; Frank Rozemeijer, *Maastricht University*

© 2022, 420pp, Paperback, 9781473779112



Now in its eighth edition, this trusted Procurement and Supply Chain Management text provides a complete introduction to the important principles underlying the subject area using a flexible managerial perspective.

Fully updated and restructured to reflect contemporary thinking and practice, this highly respected textbook covers the latest developments in procurement and supply chain management with clear and well-structured content. Strong case studies that are relevant and engaging complement the content and bring the subject to life.

AE PURCHASING & SUPPLY CHAIN MANAGEMENT, 7E

Robert M. Monczka, *Arizona State University*; Robert B. Handfield, *North Carolina State University*; Larry C. Giunipero, *Florida State University*; James L. Patterson, *Western Illinois University*

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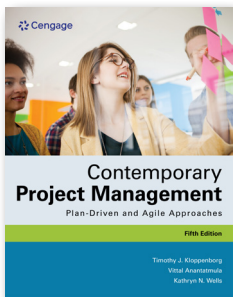
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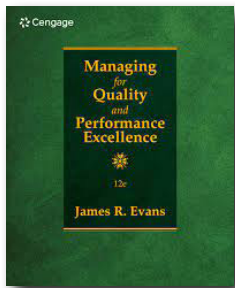
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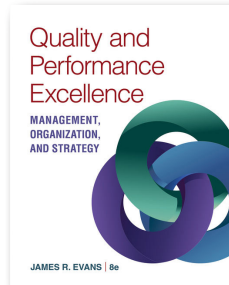
methods and applications, all with a strong focus on Six Sigma and the Malcolm Baldrige framework for performance excellence. Using numerous examples and illustrations of quality management approaches in real organizations, review and discussion questions, cases and experiential projects, it provides a comprehensive foundation for understanding quality management.

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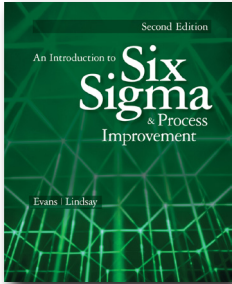
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