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Introduction To Mathematical Programming: Operations Research, Vol. 1 (Book & CD-ROM)

Operations Research: Volume One

INTRODUCTION TO MATHEMATICAL PROGRAMMING

WAYNE L. WINSTON
MUNIRPALLAM VENKATARAMANAN

Fourth Edition
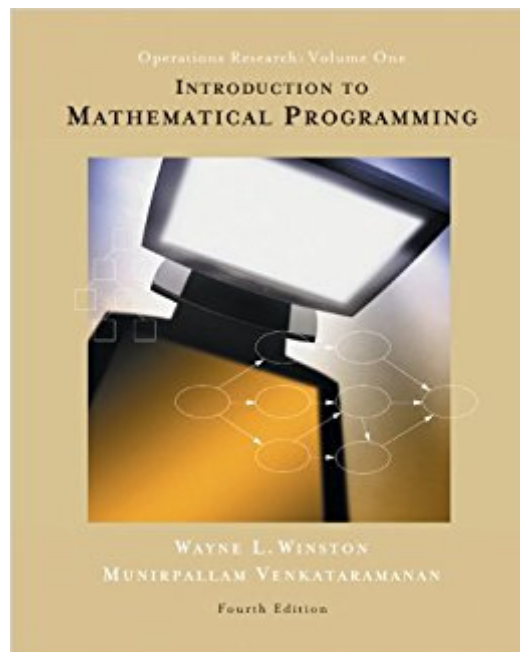
Synopsis

Authors Wayne Winston and Munirpallam Venkataramanan emphasize model-formulation and model-building skills as well as interpretation of computer software output. Focusing on deterministic models, this book is designed for the first half of an operations research sequence. A subset of Winston's best-selling OPERATIONS RESEARCH, INTRODUCTION TO MATHEMATICAL PROGRAMMING offers self-contained chapters that make it flexible enough for one- or two-semester courses ranging from advanced beginning to intermediate in level. The book has a strong computer orientation and emphasizes model-formulation and model-building skills. Every topic includes a corresponding computer-based modeling and solution method and every chapter presents the software tools needed to solve realistic problems. LINDO, LINGO, and Premium Solver for Education software packages are available with the book.

Book Information

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Customer Reviews

Wayne L. Winston is Professor Emeritus of Decision Sciences at the Kelley School of Business at Indiana University and is now a Professor of Decision and Information Sciences at the Bauer College at the University of Houston. He has won more than 45 teaching awards, including the school-wide MBA award six times. His current interest is in showing how spreadsheet models can be used to solve business problems in all disciplines, particularly in finance, sports, and marketing. In addition to publishing more than 20 articles in leading journals, Dr. Winston has written such

successful textbooks as OPERATIONS RESEARCH: APPLICATIONS AND ALGORITHMS, MATHEMATICAL PROGRAMMING: APPLICATIONS AND ALGORITHMS, SIMULATION MODELING WITH @RISK, DATA ANALYSIS FOR MANAGERS, SPREADSHEET MODELING AND APPLICATIONS, MATHLETICS, DATA ANALYSIS AND BUSINESS MODELING WITH EXCEL 2013, MARKETING ANALYTICS, and FINANCIAL MODELS USING SIMULATION AND OPTIMIZATION. He received his B.S. degree in mathematics from MIT and his Ph.D. in operations research from Yale.

I'm a PhD student in operations research, and this is a great operations research book. Its sometimes confusing that it has so many names: Mathematical programming, linear programming (and non-linear), industrial engineering, operations research, optimization etc.So this is an optimization book, not a computer programming book. Mathematical programming refers to both linear and non-linear optimization. I would recommend this as an introductory book in both the theory and the modeling aspect of operations research/ linear and non-linear optimization.For more advanced theory I would recommend the following (advanced undergrads and graduate students):Linear Programming (LP): Introduction to Linear Programming by Bertsimas and Tsitsiklis.Non-Linear Programming (NLP): Convex Optimization by Boyd and VandenbergheBoth LP and NLP: Linear and Nonlinear Programming by David G. Luenberger and Yinyu YeenJoy!

This was a required text for my Operations Research class and I wish it wasn't. The text itself is not completely awful, it does cover things in a logical order and provides good examples to work from. The major problem is that is a out of date, sadly so in fact. The software it is meant to come with does not run on newer versions of Windows, not to mention there are many other programs freely available that do the same things.If you are a student required to get this text, I recommend Chegg as they have lots of resources for this book which makes learning from it much easier. If you are a professor looking for a text for an Operations Research class, please look elsewhere, you students will thank you!

This book is a great introduction to optimization modeling at an undergraduate level. It is well written for students who don't want a very mathematically rigorous treatment of the subject (e.g., business students). It may be a bit too elementary for engineering or mathematics students, who want more rigor.

Just as described

Heavy book with plenty of interesting material. The CD is included but I have never used it. I barely opened the book for the class for which it was required but I used it as basic material for other classes I was struggling to understand.

The book is very good, brings loads of examples and exercises. It has also a sample version of LINGO, which is quite useful for Operational Researchers.The only hint I give is the following: if you have already the blue book OPERATIONS RESEARCH by the same author, forget about this one. The content is basically the same, except from two chapters.

I used the older version of this book when i was taking my bachelor at GATech. The new version is more comprehensive and gives more exercises. It will be even better if we can have the solution manual of this textbook.Strongly recommended

Good book with plenty examples for those looking for an intro to math programming.

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