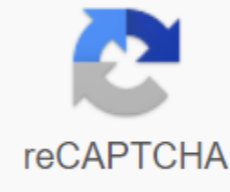




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Code : 658.4033 LEV q Author: Levine, Richard I. Publisher : New York : McGraw-Hill Year : 1965 Stock : 3 eks. Indeks page : eks. Info: xiv, 365 hlm. : il.; See eks. 1. MATHASTY I. Giduly. Kirkpatrick, C.A. Publications of the Year O.P.A.C Want More? Advanced embedding details, examples and help! The quantitative approaches to management (5th edition) by R.I. Levin, C. A. Kirkpatrick, D. S. Rubin Review by: M. J. Foster The Journal of the Operational Research Society, Vol. 34, No. 1 (January, 1983), page 97 Published: Palgrave Macmillan Journals on behalf of the Society for Operating Research Family URL. : Access: 28/06/2014 10:00 Your use of the JSTOR archive indicates your acceptance of the Terms and Conditions of Use available by phone . . JSTOR is a non-profit service that helps scientists, researchers and students discover, use and develop a wide range of opinions in a reliable digital archive. We use information technology and tools to improve productivity and facilitate new forms of scholarship. For more information about JSTOR, please contact support@jstor.org. . Palgrave Macmillan Journals and the Society for Operational Research are partnering with JSTOR to digitize 46.243.173.98 on Sat, June 28, 2014 10:00:47 AM All use provided by JSTOR Terms and Conditions Choice Quantitative Approaches to Management (5th Edition) R.I., CA, KIRKPATRICK and D.S. RUBIN McGraw-Hill, United Kingdom/USA, 1982. 763pp. ? 18 95 ISBN 0 07 037436 8 Although this book is published as the work of three named authors, it is actually the fifth edition of the well-known text of Levin and Kirkpatrick, first published in 1965. With that in mind, it seems reasonable that this review should concern itself mainly with such changes as it was from previous editions. The main changes to the content articles are the addition of sections on: material requirements planning (Chapter 8); Using a computer in linear programming (Chapter 11); and introductory game theory (Chapter 6). In addition, the material has been reorganized in places where there are more than one chapter on the topic sections have been moved between chapters. Chapters 5 and 6 have been renamed Decision-making using Probability I and II (c. Decision Theory I and II), although this appears to reflect only a small number of accent, not any major changes because the contents of the chapters very similar to those of the fourth edition, except already noted above. Other changes are what the authors call pedagogical changes, the two main ones, in my opinion, the introduction of the Chapter Concept quiz at the end of each chapter and changes in layout and size of numbers and tables. These quizzes include a series of short questions that are answered at the end of the book. I think students may find these questions helpful. The numbers/tables are better in that they are larger, but using lines up to 1/10 inch wide on the charts is useless. Some efforts have also been made to improve the presentation of formulas by incorporating a clear annotation of the term. In general, these changes are detailed and accented from the fourth edition. The book remains useful in that it covers a wide range of materials, including an introduction to the history and character of the O.R. However, it remains, in my opinion, a text more suited to a student-general (someone doing a business research degree, perhaps) rather than a student who specializes in O.R., for whom he will lack details. In addition, the price of ?18.95 can act as a deterrent for buyers. The standard of production and attention to detail are good overall, although odd points have been missed (for example, page 16 of the current science management journals includes Operational Research quarterly). MJ FOSTER journal of Health Economics Vol. 1, No. 1, May 1982 JOSEPH P. NEWHOUSE (EDITOR) and A.J. CULYER (CO-EDITOR) North-Holland Publishing Co., Amsterdam. Subscription: Institutional Dfl.135.00; Personal Dfl.75.00 (three questions on that) In recent years a swarm of articles on the health economy has observed, closely correlated positively with exorbitant amounts spent on health care in industrialized societies. The articles were originally published in the journals of Social Sciences - which our society is a typical case of - but gradually independent trade goodreads ID. April 13, 2010 Edited by Open Library Bot Related existing covers to the publication. December 12, 2009 Editing WorkBot Link runs April 1, 2008 Created by an anonymous user Imported from the Scriblio MARC entry. Download... A quantitative approach to the management of Richard E. Levin; C. A. Kirkpatrick Review by: Gifford H. Symonds Operations Research, Vol. 14, No. 1 (January - February 1966), page 184-185 Published: INTERVIEWER Access: 08/05/2014 19:20 Y Sour you use the JSTOR archive indicates your acceptance of the Terms and Conditions of Use available by phone . . JSTOR is a non-profit service that helps scientists, researchers and students discover, use and develop a wide range of opinions in a reliable digital archive. We use information technology and tools to improve productivity and facilitate new forms of scholarship. For more information about JSTOR, please contact support@jstor.org. . RELATED LINKS with JSTOR to digitize, preserve and expand access to Research. This content is downloaded from 169.229.32.137 on Thu, 8 May 2014 19:20:01 PM All use provided by JSTOR Conditions and Analytics Analytics Bookshelf research based on computational experience and a list of available com-puter codes. To cover this material as thoroughly as THE BOOT covered it will be a difficult task. RICHARD W.T COTTLE Bell Telephone Laboratories, Inc. RICHARD I. LEVIN and C. A. KIRKPATRICK, Quantitative Approaches to Management, McGraw-Hill Book Company, New York, N. Y., 1965, 379 pages, \$8.50 Authors have prepared this text to fill the need for a quantum-based approach to management that is clear and understandable without mathematics. The book is not intended to appeal to mathematicians or scientists interested in management. Rather, it is designed to give college and business people without a mathematical background an understanding of quantitative management by reading this book. However, no one should be deceived into believing that knowledge of the text alone would enable them to do business research. Subjects covered in the book include scientific method, break-even analysis, probability, statistics, inventory, vectors, matrix algebra, linear pro-grammar, game theory, Marks analysis and queues. The introduction concerns the scientific method and approach to the study of opera-gnos. Assuming a reader who has little experience in mathematics, engineering or science, and for whom the subjects of introduction will be new, the introduction is too brief and does not have enough relation to the con-cept of the scientific model and the connection between the abstract world of model and the real world of the problem. However, interest in the subject is created by several good examples. The chapter on break-evenism covers this topic elementary, with some tedious arithmetic. The chapters on probability and statistics give a good idea of subdomtion numerically in the form of a capsule. The treatment of Bayes' theorem is particularly well done. Examples of the expected value are also well presented. The chapter on inventory takes the reader through some elementary problems related to the amount of economic order, again without the use of calculus. Chapters on vectors, determinants and matrix algebra also give a good numerical presentation subject, including the independence of vectors and some examples of simultaneous equations. The chapters on linear programming are very clear, and examples are well loaded with this content from 169.229.32.137 on Thu, 8 May 2014 19:20:01 PM All use provided by JSTOR Terms and Conditions 185 done. The syx method is explained numerically, including the interpretation of the simplex table. In addition, the use of artificial variables is demonstrated. There is no mention of a double problem or its economic importance. The transport problem is solved by an inefficient method of simplicity, although the step method is mentioned. The chapter on games is one of the best in the book. It describes very clearly, by numerical example, pure and mixed strategies, saddle points, dominance, and graphic, algebraic and linear programming solutions to rectangular games. As always, his arguments on management uses game theory is weak, and no other mode of competitive strategies is given other than game theory. The head of Markov's analysis is also very good. The development of the probability of transition and equilibrium conditions is clearly represented by numerical examples. The chapter on queues details the problem of queues in Monte Carlo, but nothing is contained in the theory of queues. There is no cure for any other OR method, such as replacement, core percentage, sequencing, routing, critical path, network flow, or dynamic programming. Overall, the book offers very easy and eye-catching re-search operations, and hopefully can get some transforms in the study of our science. GIFFORD H. SYMONDS Rocky Hill, N.J. Books Received AMERICAN INSTITUTE OF CHEMICAL ENGINEERS, Introduction to Analog Computing-tion: Self-Approved Programs Published by the Institute, 345 East 47th Street, New York, N. Y. 10017, 1965, 317 pages, no price (plastic binding). PHILIP B. APPELWITE, Organizational Behavior, Prentice Hall, Inc., Englewood Cliffs, N.J., 1965, 180 pages, \$7.95. A brief review of the literature. C. A. BAKER (Editor), Visual Opportunities in Space Environment, Pergamon Press, 44-01 21st Street, Long Island City, New York, New York, N. Y. 11101, 1965, 211 pages, \$10.50. A collection of 16 articles sponsored by the Society of Human Factors of America. ALLAN BENNETT, DONAL HAMILTON, ALEXIA MARADIN, ROBERT MILLER, AND JOSEPH MURPHY, Crystals: Perfect and Imperfect, Walker and Co., 720 Fifth Avenue, New York, N. Y. 10019, 1965, 253 pages, \$5.95. Westinghouse's search book. ALPHONSE CHAPANIS, Man, 1M Machine Engineering, Wadsworth Publishing Co., Belmont, Ca., 1965, 144 pages, no price (paper). COMMISSIONER FOR ECONOMIC, AND SOCIAL DEVELOPMENT PLANNING, Presi- dency of the Spanish government, economic and Program for Spain, 1964-1967, Johns Hopkins Press, Baltimore, Maryland, 1965, 349 pages, \$15.00. Translated from the original Spanish. GEORGE E. DEATHERAGE, Construction Planning and Control, McGraw-Hill Book Co., New York, N. Y. 10036, 1965, 326 pages, \$15.00. MICHAEL L. DERTOUSOS, Threshold Logic: Synthesis Approach, MIT Press, Cambridge, Mass., 1965, 268 pages, \$6.00. This content is uploaded from 169.229.32.137 on Thu, May 8, 2014 19:20:01 PM All use provided by JSTOR Terms and Conditions Contentsp. 184p. 185Seacule content research table, Tom. 14, No. 1 (January - February 1966), page xv-xxii-i-x-188-xi-xxivVolume Information (p. xv-xxi-Front Matter) 16-24Average cost estimate from digital computer simulation (p. 25-44)Minimum-Cost Multicommodity Network Flows (p. 45-51) Planning to minimize the cost of interaction (p. 52-58) A second look at the Hansman Stock Control Model with a special reference to the Central Store/Sub Store Problem (p. 59-7. 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General Symmetrical Double Programs (p. 164-172) Letters to the Editor-critical Arcs of the PERT Network (p. 173-174) Model transit delays. 174-177Analytics Book ShelfReviewReview : Untitled (p. 178-182) Review: Untitled (p. 184-185) Books Received -187 Notes (p. 187) Back of Matter (p. 188-xxiv)Page 2marge Ramsey davis family kirkpatrick genealogy record Terry Davis 1/15/2012 Marge and Terry Davis email: tedmrd@yahoo.com kirkpatrick page 2 table content ... kirkpatrick scores the model when I ask participants how many have heard of kirkpatrick four levels almost all raise their hands, and when I ask them to read ... introduction hello, my name is Paula Kirkpatrick. Maine I live in Eddington, Maine, but during the summer, I spend a lot of time hiking on Mount katahdin. where/what you... text kirkpatrick reportm©todo kirkpatrick el primero en abordar cientificamente la evaluaci3n de la formaci3n fue donald I. kirkpatrick en 1959. 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