

《An Introduction to M》

图书基本信息

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内容概要

"This adaptation does well in making the material much more international, and maintains the easy-to-follow approach that made the original US text such a successful book." --Julia Bennell, University of Southampton
--This text refers to the Paperback edition.

"The newly incorporated material works well and helps to make this adaptation a better-written textbook for an international audience. As with the original, the strengths of the text lie in the significant array of methods covered, the easy to understand terminology, and the range of practice questions included." --This text refers to the Paperback edition.

"Based on my teaching experience, this textbook is excellent. The authors have done a marvellous job addressing all key topics in a very clear and coherent manner. The internationally diverse examples are a welcome addition, making it more friendly for my students; they no longer have to think about Management Science from a purely US perspective." --This text refers to the Paperback edition.

"This adaptation conveys information easier to my students by using local culture, places and units. These changes have been carefully made to make sure that readers can easily apply what they have learnt to real-life problems. I have no hesitation in recommending this book to other lecturers in Arabic Gulf."
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精彩短评

1、谢谢professor quan，教得太好了

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