



Simulation

The Practice of Model Development and Use

2nd edition

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Macmillan International Higher Education

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The new edition of this successful textbook provides a comprehensive introduction to simulation, foregrounding the topic as an applied problem-solving tool. Guiding readers through the key stages in a simulation project in terms of both the technical requirements and the project management issues surrounding it, the book will enable students to develop appropriate valid conceptual models, perform simulation experiments, analyse the results and draw insightful conclusions. The author's engaging style and authoritative knowledge of the subject make the book as accessible as it is essential, drawing on case studies and complementary online content to encourage a critical engagement with the topic. This is an ideal textbook for those studying on upper level undergraduate and postgraduate degree courses in Business and Management and MBA programmes, and is a core text for those specialising in operations management. In addition, it is an important text for students taking Simulation modules on Engineering, Computer Science or Mathematics degree programmes.

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FEATURES

- Tackles simulation from a problem solving perspective
- Addresses computing and statistics, as well as important real world elements such as project management, people management and communication
- Considers the practical applications of business modelling, and its practical application in empirical situations
- Outlines treatments and techniques which should be consistent whatever software package is used