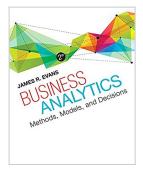
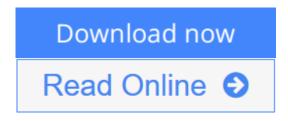
Business Analytics (2nd Edition)



By James R. Evans



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Editorial Review

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James R. Evans is professor in the Department of Operations, Business Analytics, and Information Systems in the College of Business at the University of Cincinnati. He holds BSIE and MSIE degrees from Purdue and a PhD in Industrial and Systems Engineering from Georgia Tech.

Dr. Evans has published numerous textbooks in a variety of business disciplines, including statistics, decision models, and analytics, simulation and risk analysis, network optimization, operations management, quality management, and creative thinking. He has published over 90 papers in journals such as *Management Science*, *IIE Transactions, Decision Sciences, Interfaces*, the *Journal of Operations Management*, the *Quality Management Journal*, and many others, and wrote a series of columns in *Interfaces* on creativity in management science and operations research during the 1990s. He has also served on numerous journal editorial boards and is a past-president and Fellow of the Decision Sciences Institute. In 1996, he was an INFORMS Edelman Award Finalist as part of a project in supply chain optimization with Procter & Gamble that was credited with helping P&G save over \$250,000,000 annually in their North American supply chain, and consulted on risk analysis modeling for Cincinnati 2012's Olympic Games bid proposal.

A recognized international expert on quality management, he served on the Board of Examiners and the Panel of Judges for the Malcolm Baldrige National Quality Award. Much of his current research focuses on organizational performance excellence and measurement practices.

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