



Computer Simulation in Logistics: With Visual Basic Application

Roy Nersesian, G. Boyd Swartz

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A unique, practical guide to the power of simulation in the art of logistics management. Authors show better ways to manage complex logistics systems than seat of the pants decision making, and argue that information systems people must provide management with simulations that are timely and easily understood. In doing so, Nersesian and Swartz demonstrate the inadequacy of conventional quantitative methods in dealing with complex logistical systems, and show how simulation can address various logistics management issues. Important reading for logistics managers and computer staffs and for educators seeking better ways to make logistical decisions.



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