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## The Optimization Edge Reinventing Decision

Steve Sashihara's book offers a groundbreaking approach to decision making. Using the newest advances in mathematics and computer software, companies can fully maximize their assets at every decision point. The Optimization Edge quickly introduces readers to this strategy in clear, nontechnical terms, with examples from the trenches.

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Industrial Engineering, UPS. About the Book:

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David F. Carr of Forbes Magazine recently wrote an article based on an interview with Steve Sashihara, the author of the new book called “The Optimization Edge: Reinventing Decision Making to Optimize all of Your Company’s Assets”.

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