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The Optimization Edge Reinventing Decision

Reinventing Decision Making to Maximize All Your Company's Assets. Top decision makers at Google, Amazon, Intel and McDonald's have a proven groundbreaking approach to increasing their bottom lines with downsizing: Asset Optimization. In interviews with top executives and case studies of these organizations, The Optimization Edge reveals how they – and many other – Fortune 100 companies use the latest advances in mathematics and computer software to make real-time decisions that add ...

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(McGraw Hill) The author introduces and explains, in nontechnical terms, an approach to decision making called "optimization." Using advances in mathematics and computer software, he argues, companies can fully maximize their assets at every decision point.

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Articles Why You Need More Optimization in Your Business 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".

Why You Need More Optimization in Your Business - IBM ...

Major corporations have spent so much on technology over the years that they tend to think their systems are a lot more sophisticated than they really are, argues Steve Sashihara, the CEO of...

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