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Professor, University of Cincinnati College of Business 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.

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James R. Evans is Professor of Quantitative Analysis and Operations Management, and Director of the Total Quality Management Center in the College of Business Administration at the University of Cincinnati. He received BSIE and MSIE degrees from Purdue, and a Ph.D. in Industrial and Systems Engineering at the Georgia Institute of Technology.

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Chapter 1 Introduction to Business Analytics

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