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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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complexity seamlessly and with increased velocity, resulting in smarter decisions and ultimately bringing greater value to our customers.”

—Chuck Holland, Vice President of Industrial Engineering, UPS

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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”. The article does a great job of explaining how firms need to embed mathematical optimization deep into their organizations to really take advantage of their investment in IT and data.

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Work. Because optimization spans multiple technical fields, it can be labeled as mathematical optimization,

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It enables us to solve problems of great complexity seamlessly and with increased velocity, resulting in smarter decisions and ultimately bringing greater value to our customers.”

—Chuck Holland, Vice President of Industrial Engineering, UPS

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Steve Sashihara, the author of the new
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explaining how firms need to embed
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