

APPLICATION OF LINEAR PROGRAMMING ON PROMOTION PROBLEMS

This thesis deals with the application of linear programming to solving problems in the area of publicity. The emergence of linear programming is a consequence of the development of the so-called operational research. Linear programming is intended for the allocation of scarce resources in order to achieve optimal results. The aim of this thesis is to show that many problems in the field of advertising can be solved by using mathematical programs on the computer. The thesis consists of four chapters. The second chapter will briefly describe the linear programming history, and will list the people who contributed most to linear programming. It will be defined and explained the concept of linear programming. The basic settings of mathematical modeling of problems will be explained, and the areas of possible application of linear programming will be specified. The standard formulation of the linear programming problem will also be displayed. The third chapter will explain the WinOSB computer program and the module for linear and integral linear programming. The most important procedures for resolving mathematical models of economic problems through this program will be described in detail. The input of the input data, the possibility of the subsequent modification of the set conditions, the storage of the model and the results for later use, and the like will be displayed.

The fourth chapter will show the resolution of selected examples of advertising problems using the WinQSB computer program, more precisely its module for linear and integral linear programming. The eight selected examples will be elaborated and detailed description of the process of obtaining a mathematical model, as well as the process of

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Table of Contents Thesis Support Paper

- 1. Understanding the eBook Thesis Support Paper
 - The Rise of Digital Reading Thesis Support Paper
 - Advantages of eBooks Over Traditional Books
- 2. Identifying Thesis Support Paper
 - Exploring Different Genres
 - $\circ\,$ Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Thesis Support Paper
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from Thesis Support Paper

- Personalized Recommendations
- Thesis Support Paper User Reviews and Ratings
- Thesis Support Paper and Bestseller Lists
- 5. Accessing Thesis Support Paper Free and Paid eBooks
 - Thesis Support Paper Public Domain eBooks
 - Thesis Support Paper eBook Subscription Services
 - Thesis Support Paper Budget-Friendly Options
- 6. Navigating Thesis Support Paper eBook Formats
 - o ePub, PDF, MOBI, and More
 - Thesis Support Paper Compatibility with Devices
 - Thesis Support Paper Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Thesis Support Paper
 - Highlighting and Note-Taking Thesis Support Paper
 - Interactive Elements Thesis Support Paper
- 8. Staying Engaged with Thesis Support Paper
 - o Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Thesis Support Paper
- 9. Balancing eBooks and Physical Books Thesis Support Paper
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Thesis Support Paper
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Thesis Support Paper
 - Setting Reading Goals Thesis Support Paper
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Thesis Support Paper

- Fact-Checking eBook Content of Thesis Support Paper
- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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