

Business Statistics

The text is an introduction to the use of statistics in business management. Examples are drawn from marketing, operations, HRM, finance, economics and business strategy. There are end of chapter exercises and a whole chapter at the end gives further problems and solutions. Changes for this second edition include simplified mathematics for the less numerate student.

Business Statistics, 2/e analyzes and explains the use and applications of statistical methods of business. Illustrations are drawn from a wide range of areas including marketing, operations, human resource management, finance, economics and business strategy. Emphasis is placed upon the clear understanding of the principles behind the use of statistics and upon the interpretation of results, rather than upon abstract mathematical proofs. This edition includes simplified mathematics to help the less numerate student and exercises with model answers. To ensure that the student has the necessary arithmetical skills, Appendix I contains a self-administered test with follow-up instructions for those students requiring further help. To improve further student's skills in understanding, analyzing and handling business statistics, an electronic testbank is available.

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