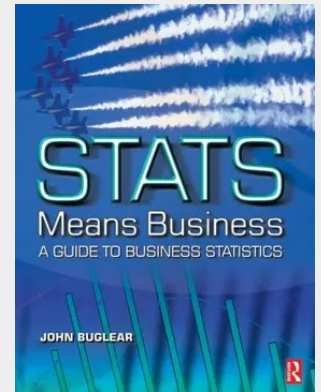


Stats Means Business

Statistics and Business Analytics for Business, Hospitality and Tourism

'Stats Means Business' is an introductory textbook aimed at Business Studies students who require guidance in the area of statistics. It minimizes technical language, provides clear definition of key terms, and gives emphasis to interpretation rather than technique. 'Stats Means Business' enables readers to: * appreciate the importance of statistical analysis in business * understand statistical techniques * develop judgment in the selection of appropriate statistical techniques * interpret the results of statistical analysis There is an overwhelming need for successful managers to be able to deal competently with numerical information and this text is developed with this in mind by providing worked examples and review questions which are rooted in viable business contexts. Each chapter includes guidance on using Excel and Minitab to produce the analysis described and explained in the chapter. The start of every chapter identifies aims and summarizes content and each is written in an accessible style. Model solutions are provided for three problems in each chapter and further solutions are available on a web site to accompany the book. The book is suitable for first year undergraduate courses, MBA Programmes and anyone who needs support and guidance in the area of statistics.



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