

A Step-by-Step Introduction to Statistics for Business (Paperback)

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Reviews

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A STEP-BY-STEP INTRODUCTION TO STATISTICS FOR BUSINESS (PAPERBACK)



Sage Publications Ltd, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book. The essential introduction to statistics for business students , this book will equip you with the knowledge and skills required to succeed in your studies and use statistics in your workplace. In a clear and engaging way, Richard Landers guides the reader through the vital role statistics play in the business decision-making process and carefully explains and demonstrates how they are applied in practice. The book covers everything from collecting data to summarising your findings and presenting them. It also revisits all the basic maths skills required to work with data and statistics effectively, with step-by-step screenshot illustrations in both Excel and IBM SPSS. Chapters open with an example of a common business situation which then runs throughout the chapter, encouraging the reader to identify appropriate solutions to real-world quantitative questions. Each chapter concludes with a second example and discussion for you to test your newly gained statistics knowledge. The book also comes with a comprehensive Companion Website which hosts: - Click-by-click video tutorials for how to use Excel and IBM SPSS - Unlimited datasets and worked solutions for practicing your statistics skills - A full instructor s manual with in-class activities plus PowerPoint presentations for lecturers. Visit the Companion Website at Electronic inspection copies are available for instructors.

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