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Reviews

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(Payton Miller)

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CENGAGE LEARNING, 2015. Mixed media product. Book Condition: New. Abridged. Language: English . Brand New Book. Emphasizing applications over calculation, worldwide-bestseller STATISTICS FOR MANAGEMENT AND ECONOMICS, ABBREVIATED 10e demonstrates how vital statistical methods are for today s managers and economists?and teaches students how to apply these tools to real business problems. Written specifically for the one-term modern business statistics course, the text uses a unique three-step quot;IClquot; approach to problem solving. This approach teaches students to IDENTIFY the correct statistical technique by focusing on the problem objective and data type, then COMPUTE the statistics (doing them by hand, using Excel 2013, or using MINITAB 16), and ultimately INTERPRET results in the context of the problem. This also enhances student comprehension and skills while offering instructors maximum flexibility. Incorporating various functional areas of business, data-driven examples, exercises, and cases give students plenty of hands-on practice applying statistical applications used by marketing managers, financial analysts, accountants, economists, and others. Completely current, the ABBREVIATED 10e also includes updated figure and data tables, access to Data Analysis Plus via the textbook companion website, and Cengage Learning Testing Powered by Cognero?the ultimate online testing resource.

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