



Statistics for Management and Economics, Abbreviated, 10th + Lms Integrated for Aplia, 1 Term Access Card (Mixed media product)

By Gerald Keller

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.

Reviews

I actually began looking at this pdf. It is actually rally interesting throgh reading time period. You will not really feel monotony at at any time of your respective time (that's what catalogues are for concerning if you ask me).

-- Brayan Mohr Sr.

A superior quality publication along with the font used was fascinating to learn. I have read through and i also am certain that i am going to going to go through yet again again in the future. Your life period will likely be enhance the instant you total reading this publication.

-- Donnie Rice