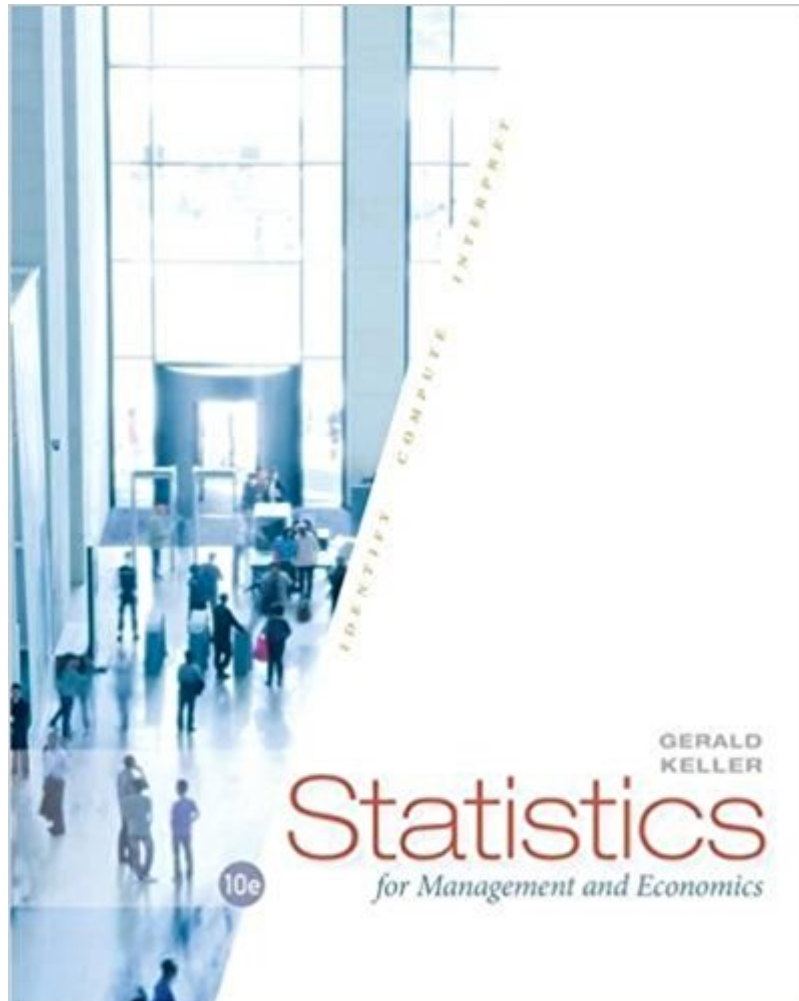




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Statistics For Management And Economics



Synopsis

STATISTICS FOR MANAGEMENT AND ECONOMICS, Tenth Edition, emphasizes applications over calculation. It illustrates how vital statistical methods and tools are for today's managers--and teaches you how to apply them to real business problems. Using a proven three-step "ICI" approach to problem solving, the text teaches you how to IDENTIFY the correct statistical technique by focusing on the problem objective and data type; how to COMPUTE the statistics doing them by hand, using Excel, or using MINITAB; and how to INTERPRET results in the context of the problem. This unique approach enhances your comprehension and practical skills. The text's vast assortment of data-driven examples, exercises, and cases covers the various functional areas of business, demonstrating the statistical applications that marketing managers, financial analysts, accountants, economists, and others use. These comprehensive applications give you hands-on practice, while solid pedagogical elements make the material more accessible and easy to apply to your world. Completely up-to-date, the tenth edition offers comprehensive coverage, current examples, and Excel 2013 and MINITAB 16 content.

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Dr. Gerald Keller is Emeritus Professor of Business at Wilfrid Laurier University, where he taught statistics, management science, and operations management from 1974 to 2011. He also taught at the University of Toronto, the University of Miami, McMaster University, the University of Windsor, and the Beijing Institute of Science and Technology. In addition to consulting with banks on credit scoring and credit card fraud, Dr. Keller has conducted market surveys for the Canadian

government on energy conservation. His books include BSTAT, 2e, APPLIED STATISTICS WITH MICROSOFT EXCEL, ESSENTIALS OF BUSINESS STATISTICS (co-authored), AUSTRALIAN BUSINESS STATISTICS (co-authored), and STATISTICS LABORATORY MANUAL EXPERIMENTS USING MINITAB. Dr. Keller also has been published in OMEGA, IIE TRANSACTIONS, DECISION SCIENCES, INFOR, ECONOMICS LETTERS, and ARCHIVES OF SURGERY.

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