

Basic business statistics: concepts and applications, 1979, 719 pages, Mark L. Berenson, David M. Levine, 0130575968, 9780130575968, Prentice-Hall, 1979

Reflecting the latest trends and methodologies, this comprehensive and innovative study on business statistics uses a practical, data-analytic approach. Based on the development of a survey which integrates the various topics and provides a cohesive study of descriptive statistics, probability, statistical inference, and regression analysis, it now focuses on data analysis and interpretation of computer output with a reduced focus on hand calculations. Creates an Employee Satisfaction Survey yielding 400 sample responses which readers can use to integrate such topics as descriptive statistics, probability, statistical inference, and regression analysis. Offers over 1200 realistic applications problems, 170 Survey/Database Projects, and relevant case studies. Contains two distinct types of summary sections to facilitate understanding - Exploratory and Confirmatory Data Analysis sections (looking at the four components of good data analysis - plotting, observing, computing and describing), and Ethical Issue sections (helps readers learn to think critically about the ramifications of the ethical issues involved in data analysis). Provides thorough coverage of regression and multiple regression, and considers many popular methodologies, including exploratory data analysis (EDA) techniques and dot charts, Pareto diagrams and supertables. Now opens each chapter with a "Using Statistics" example that shows how statistics can be applied to accounting, finance, management or marketing - plus includes appendices on using Microsoft Excel 97 and Minitab; an additional chapter on multiple regression that focuses on model building; a new chapter on decision making; a running case study, and more.

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