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Business Statistics Using Excel and SPSS

By Nick Lee, Mike Peters

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Business Statistics Using Excel and SPSS, Nick Lee, Mike Peters, Entertaining and educational, this is a genuinely accessible introductory statistics book for first year business students trying to grasp the essential concepts and techniques of quantitative analysis, using IBM SPSS and Microsoft Excel software. It does not assume any background knowledge of mathematics or statistics, and presents the fundamentals of data analysis in an engaging and readable way. The authors show both how and why qualitative analysis is useful in the context of business and management studies and instil a fundamental sense of fun and enthusiasm for numbers by providing readers with an array of interesting and interactive examples and exercises. Key features include : * A fully up-to-date and comprehensive coverage of IBM SPSS and Microsoft Excel software, with tailored examples to illustrate how the programmes can be used. * A range of 'real world' and fictional examples to help bring the study of stats alive and ground it in application to typical business situations * 'Think it Over' boxes to help translate the concepts learnt about into practical knowledge * Different boxes for readers at varying levels of study and understanding, such...



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