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Quantitative Methods for Business and Management: An Entrepreneurial Perspective

By Stuart Wall, Chris Mitchell, Claire Coday

Pearson Education Limited, United Kingdom, 2014. Paperback. Book Condition: New. 241 x 190 mm. Language: English . Brand New Book. This engaging introduction shows how quantitative techniques can be used to analyse the internal and external environments in which businesses and organisations operate, with a contemporary focus on business start-up, enterprise and entrepreneurial skills. Each chapter: * Applies a range of quantitative techniques to business decisions at all stages of the product life cycle * Focuses upon a particular business sector or sectors, including IT, retail sales, financial services, tourism, biotechnology, pharmaceuticals, leisure, entertainment and other sectors of a modern economy * Explores numerous real world applications, providing many opportunities for student interaction with the topic

Quantitative Methods for Business and Management is perfect for any business and management undergraduate taking a first course in quantitative methods or its equivalent. It will also be ideal for those seeking to develop quantitative skills in a range of taught master's degrees. Stuart Wall is Professor of Business and Economics at the Ashcroft International Business School and teaches quantitative methods on a wide range of undergraduate, professional and postgraduate courses. He has extensive experience in applying these techniques, having acted as a...



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