



Introduction to Quantitative Methods in Business: With Applications Using Microsoft Office Excel Set (Hardback)

By Bharat Kolluri, Michael J. Panik, Rao N. Singamsetti

John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 1. Auflage. 261 x 185 mm. Language: English . Brand New Book. Set includes Introduction to Quantitative Methods in Business: With Applications Using Microsoft Office Excel ISBN 978-1-119-22097-8 and the accompanying Solutions Manual ISBN 978-1-119-22102-9 A well-balanced and accessible introduction to the elementary quantitative methods and Microsoft (R) Office Excel(R) applications used to guide business decision making Featuring quantitative techniques essential for modeling modern business situations, Introduction to Quantitative Methods in Business: With Applications Using Microsoft(R) Office Excel(R) provides guidance to assessing real-world data sets using Excel. The book presents a balanced approach to the mathematical tools and techniques with applications used in the areas of business, finance, economics, marketing, and operations. The authors begin by establishing a solid foundation of basic mathematics and statistics before moving on to more advanced concepts. The first part of the book starts by developing basic quantitative techniques such as arithmetic operations, functions and graphs, and elementary differentiations (rates of change), and integration. After a review of these techniques, the second part details both linear and nonlinear models of business activity. Extensively classroom-tested, Introduction to Quantitative Methods in Business: With Applications Using...

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