



Statistics: for Management and Economics (Tenth Edition)

By Gerald Keller

Cengage Learning India Pvt. Ltd, 2015. Softcover. Book Condition: New. 5th or later edition. 20 x 25 cm. This worldwide best-selling business statistics text emphasizes applications over calculation. STATISTICS FOR MANAGEMENT AND ECONOMICS, Tenth Edition, demonstrates how vital statistical methods are for today's managers and economists--and teaches students how to apply these tools to real business problems. Through the author's unique three-step "ICI" approach to problem solving, students learn to IDENTIFY the correct statistical technique by focusing on the problem objective and data type, then COMPUTE the statistics (doing them by hand, using Excel® 2013, or using MINITAB), and ultimately INTERPRET results in the context of the problem. This approach enhances student comprehension and skills while offering you maximum flexibility. Incorporating various functional areas of business, data-driven examples, exercises, and cases demonstrate statistical applications used by marketing managers, financial analysts, accountants, economists, and others, giving students the hands-on practice they need, while sound pedagogical elements make the material accessible to undergrads. The tenth edition also includes Excel® 2013 and MINITAB 16 coverage and access to Data Analysis Plus via the textbook companion website. Features ? Aplia? for introductory Business Statistics is available for this text, giving students an easy way...



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