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Quantitative Methods for Business Decisions (Mixed media product)

By Jon Curwin, Roger Slater, David Eadson

Cengage Learning EMEA, United Kingdom, 2015. Mixed media product. Book Condition: New. 7th Revised edition. 246 x 189 mm. Language: English . Brand New Book. This established and popular text is regarded as one of the clearest and most comprehensive in its field. David Eadson has joined Jon Curwin and Roger Slater in the author team, and together they have sought to offer a more compact book with all the qualities of the previous six editions, whilst strengthening the links to online support materials. The new edition has been enhanced to reflect the latest learning plans and techniques, providing students with all the tools they need to pass a typical quantitative methods course. Each chapter focuses on a selection of statistical techniques, illustrated with examples from across business, marketing, economics, finance, and public administration, to appeal to students across the business spectrum. Whilst all core material is covered in the book itself, the online offering has been bolstered to include Parts 6-8 covering Modelling , Mathematical Topics and Student Guides respectively, in addition to a wide range of other resources including data sets, annotated answers and extra learning tools. Visual signposts throughout the text guide the student to the online...



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Reviews

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