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Essentials of Modern Business Statistics

with Microsoft® Excel®



Essentials Of Modern Business Statistics With Microsoft Excel 4th Edition

Michael R. Middleton



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meaningful insights from it Multivariate data analysis provides the essential tools to unlock this potential This book offers an easy to understand introduction to the most important methods of multivariate data analysis With a strong application focus it requires only basic knowledge of mathematics and statistics The methods are demonstrated through numerical examples and illustrated with detailed case studies Additionally the introductory chapter refreshes key statistical fundamentals relevant to all methods covered in the book For the 3rd edition all chapters have been thoroughly reviewed and recalculated using the latest version of IBM SPSS Contents Introduction to empirical data analysis Regression analysis Analysis of variance Discriminant analysis Logistic regression Contingency analysis Factor analysis Cluster analysis Conjoint analysis The original German version is now available in its 18th edition In 2015 this book was honored by the Federal Association of German Market and Social Researchers as the textbook that has shaped market research and practice in German speaking countries A Chinese version is available in its 3rd edition On the website www.multivariate-methods.info the authors provide examples in Excel and R as well as additional material to facilitate the understanding of the different multivariate methods In addition interactive flashcards are available to the reader for reviewing selected focal points Download the Springer Nature Flashcards App and use exclusive content to test your knowledge

Essentials of Contemporary Business Statistics David Ray Anderson, Dennis J. Sweeney, Thomas Arthur Williams, 2009

Essentials of Modern Business Statistics with Microsoft Office Excel David A. Anderson, David Ray Anderson, *Data Analysis Using Microsoft Excel 5.0* Michael R. Middleton, 1995

Microsoft Excel 5.0 is a widely used spreadsheet tool and this book is an excellent reference that shows students how to maximize the use of Excel 5.0's new data analysis functions

Essentials of Modern Business Statistics David Anderson, Dennis Sweeney, Thomas Williams, 2008-11-06

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