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Essentials of Modern Business Statistics

with Microsoft® Excel®



Essentials Of Modern Business Statistics With Microsoft Excel 4th Edition

Anderson, John S. Loucks, Dennis J.
Sweeney, Thomas Arthur Williams

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Essentials of Modern Business Statistics with Microsoft Excel David Ray Anderson, Dennis J. Sweeney, Thomas Arthur Williams, 2004 This new edition provides a brief introduction to business statistics that balances a conceptual understanding of statistics with the real world application of statistical methodology. The latest version of Microsoft Excel is integrated throughout the text showing step by step instructions and screen captures to enhance learning The authors have been writing market leading business statistics textbooks for over 20 years This new edition contains the same learning features that have made ASW products best sellers for years features such as the problem scenario approach and real world examples ESSENTIALS OF MODERN BUSINESS STATISTICS WITH MICROSOFT that introduce statistical techniques Essentials of Modern Business Statistics ,2020 Multivariate Analysis Klaus Backhaus, Bernd **EXCEL.** ,2024 Erichson, Sonja Gensler, Rolf Weiber, Thomas Weiber, 2023-06-28 Data can be extremely valuable if we are able to extract information from them This is why multivariate data analysis is essential for business and science This book offers an easy to understand introduction to the most relevant methods of multivariate data analysis It is strictly application oriented requires little knowledge of mathematics and statistics demonstrates the procedures with numerical examples and illustrates each method via a case study solved with IBM s statistical software package SPSS Extensions of the methods and links to other procedures are discussed and recommendations for application are given An introductory chapter presents the basic ideas of the multivariate methods covered in the book and refreshes statistical basics which are relevant to all methods For the 2nd edition all chapters were checked and calculated using the current 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 17th 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 further analyze the data with Excel and R and provide 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. Essentials of Modern Business Statistics with Microsoft Excel David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, 2015-01-01 ESSENTIALS OF MODERN BUSINESS STATISTICS 6TH EDITION provides an introduction to business statistics that blends a conceptual understanding of statistics with the real world application of statistical methodology Leading the business statistics market for two decades this author team is renowned for their high

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