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quantitative methods for business the a z of qm will enable readers to appreciate the significance of quantitative methods for businesses and the study of business understand and apply a wide range of quantitative techniques select appropriate quantitative techniques for data analysis problem solving and decision making interpret and communicate the results of quantitative analysis

this custom edition is published for the university of south australia

this book covers a comprehensive range of topics in quantitative methods for business students the opening chapters introduce basic statistical concepts which are used in later chapters in business and management applications it also includes applications examples and exercises in spss lotus and excel

quantitative methods is a comprehensive guide to the techniques any student of business or finance is likely to need the authors coaching learning by doing approach coupled with the text s clear structural outline makes these essential mathematical skills far less daunting a bestselling and popular text in its previous editions it has been fully updated with new 4 color text design new and

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this book is especially relevant to undergraduates postgraduates and researchers studying quantitative techniques as part of business management and finance it is an interdisciplinary book that covers all major topics involved at the interface between business and management on the one hand and mathematics and statistics on the other managers and others in industry and commerce who wish to obtain a working knowledge of quantitative techniques will also find this book useful

managers increasingly must make decisions based on almost unlimited information how can they navigate and organize this vast amount of data essentials of business research methods provides research techniques for people who aren't data analysts the authors offer a straightforward hands on approach to the vital managerial process of gathering and using data to make clear business decisions they include such critical topics as the increasing role of online research ethical issues data mining customer relationship management and how to conduct information gathering activities more effectively in a rapidly changing business environment this is the only such book that includes a chapter on qualitative data analysis and the coverage of quantitative data analysis is more extensive and much easier to understand than in other works the book features a realistic continuing case throughout the text that enables students to see how business research information is used in the real world it includes applied research examples in all chapters as well as ethical dilemma mini cases and interactive internet applications and exercises

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