

Basic Business Statistics 3rd Edition Berenson

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for courses in business statistics this comprehensive 18 chapter text focuses on the underlying statistical concepts that are important to students majoring in business the authors take an applied approach and relate the concepts and applications of statistics to the functional areas of business accounting marketing management and economics and finance this text also emphasizes the proper use of statistics to analyze data and assumes that computer software is an integral part of this analysis excel and minitab and now spss r are featured

study guide prepared by sandra strassar

1 statistics meaning nature and limitations 2 statistics scope and importance 3 types and collection of data univariate bivariate multivariate time series and cross section data 4 classification and tabulation of data 5 diagrammatic presentation of data 6 graphic presentation of data 7 measures of central

tendency 8 geometric mean and harmonic mean 9 partition values 10 measures of dispersion 11 measures of skewness 12 measures of kurtosis 13 probability theory 14 probability distributions or theoretical frequency distribution 15 correlation 16 regression analysis 17 index number 18 analysis of time series appendix log antilog table

business statistics offers readers a foundation in core statistical concepts using a perfect blend of theory and practical application this book presents business statistics as value added tools in the process of converting data into useful information the step by step approach used to discuss three main statistical software applications ms excel minitab and spss which are critical tools for decision making in the business world makes this book extremely user friendly india centric case studies and examples demonstrate the many uses of statistics in business and economics the underlying focus on the interpretation of results rather than computation makes this book highly relevant for students and practising managers practice quizzes and true false questions for students and lecture slides and solutions manual for instructors are available at wps.pearsoned.com/bajpai/businessstatistics e

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