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this revision of quantitative methods for business provides students with a conceptual understanding of the role that quantitative methods play in the decision making process this text describes the many quantitative methods that have been developed over the years explains how they work and shows how the decision maker can apply and interpret data written with the non mathematician in mind this text is applications oriented its problem scenario approach motivates and helps students understand and apply mathematical concepts and techniques in addition the managerial orientation motivates students by using examples that illustrate situations in which quantitative methods are useful in decision making

what happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone the long tail is a powerful new force in our economy the rise of the niche as the cost of reaching consumers drops dramatically our markets are shifting from a one size fits all model of mass appeal to one of unlimited variety for unique tastes from supermarket shelves to advertising agencies the ability to offer vast choice is changing everything and causing us to rethink where our markets lie and how to get to them unlimited selection is revealing truths about what consumers want and how they want to get it from dvds at netflix to songs on itunes to advertising on google however this is not just a virtue of online marketplaces it is an example of an entirely new economic model for business one that is just beginning to show its power after a century of obsessing over the few products at the head of the demand curve the new economics of distribution allow us to turn our focus to the many more products in the tail which collectively can create a new market as big as the one we already know the long tail is really about the economics of abundance new efficiencies in distribution manufacturing and marketing are essentially resetting the definition of what is commercially viable across the board if the 20th century was about hits the 21st will be equally about niches

discover how statistical information impacts decisions in today's business world as anderson sweeney williams camm cochran fry ohlmann's leading statistics for business and economics 14e connects concepts from each chapter to real world practice this edition delivers sound statistical methodology a proven problem scenario approach and meaningful applications that present the latest statistical data and business information with unwavering accuracy more than 350 new and proven real business examples a wealth of practical cases and meaningful hands on exercises highlight statistics in action

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