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Business Statistics for Management and Economics is an application-oriented text providing students with a solid grounding in statistical theory and allowing them to make the most of data analysis techniques. Students learn through examples and applications of the most common statistical concepts and techniques used in business, economics and management.

Designed for a one-semester course, Applied Statistics for Business and Economics offers students in business and the social sciences an effective introduction to some of the most basic and powerful techniques available for understanding their world. Numerous interesting and important examples reflect real-life situations, stimulating students to think realistically in tackling these problems. Calculations can be performed using any standard spreadsheet package. To help with the examples, the author offers both actual and hypothetical databases on his website <http://iwu.edu/~blekley> The text explores ways to describe data and the relationships found in data. It covers basic probability tools, Bayes' theorem, sampling, estimation, and confidence intervals. The text also discusses hypothesis testing for one and two samples, contingency tables, goodness-of-fit, analysis of variance, and population variances. In addition, the author develops the concepts behind the linear relationship between two numeric variables (simple regression) as well as the potentially nonlinear relationships among more than two variables (multiple regression). The final chapter introduces classical time-series analysis and how it applies to business and economics. This text provides a practical understanding of the value of statistics in the real world. After reading the book, students will be able to summarize data in insightful ways using charts, graphs, and summary statistics as well as make inferences from samples, especially about relationships.

This best-selling text teaches students how to apply statistics to real business problems through the authors' unique approach. Keller and Warrack teach students a three-step approach to problem solving: to identify the right technique by focusing on the relationship between the problem and the data; to solve the problem by hand calculation, or by using Microsoft- Excel or MINITAB®; and to interpret the results. Step-by-step instructions for both Excel and MINITAB are integrated throughout the book. This approach offers maximum flexibility to instructors wishing to teach concepts primarily by hand or with the computer (Excel or MINITAB) or by using both computer and hand calculation methods.

This text is the first 18 chapters of STATISTICS FOR MANAGEMENT AND ECONOMICS 7E. The three-step problem-solving methodology is presented throughout the text: Identify, Compute and Interpret. The emphasis of the text is on identification and interpretation with statistics that can be applied to the workplace. New copies of this text contain Minitab Student Version 14 for Windows and Data Analysis Plus 5.0 Excel macro for computation of statistical problems.

本书主要介绍了统计方法在商务和经济中的应用。书中许多案例、例题和练习题都是以最新的统计信息为基础,每种统计方法都有案例与之相对应。

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