

BASIC STATISTICS in BUSINESS and ECONOMICS

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Wathen,2010-05-11 Lind Marchal Wathen BASIC STATISTICS FOR BUSINESS AND ECONOMICS Seventh edition is a derivative of the best selling STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS offering the essential topics of statistical tools and methods delivered in a student friendly step by step format The text is non threatening and presents concepts clearly and succinctly with a conversational writing style All statistical concepts are illustrated with solved applied examples immediately upon introduction Modern computing tools and applications are introduced but the text maintains a focus on presenting statistics content as opposed to technology or programming methods and the seventh edition continues as a students text with increased emphasis on interpretation of data and results Loose-leaf Version Basic Statistics for Business & Economics Douglas A. Lind,Samuel A. Wathen,William G. Marchal,2012-01-23 The 8th edition of Lind Marchal Wathen Basic Statistics for Business and Economics is a step by step approach that enhances student performance accelerates preparedness and improves motivation for the student taking a business statistics course The main objective of the text is to provide students majoring in all fields of business administration with an introductory survey of the many applications of descriptive and inferential statistics The relevant approach taken in this text relates to the college students today as they will receive the information that is important to them in this class as well as their future careers Understanding the concepts seeing and doing plenty of examples and exercises and comprehending the application of statistical methods in business and economics are the focus of this book Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need when they need it and how they need it so that your class time is more engaging and effective **Loose Leaf for Basic Statistics for Business & Economics** Douglas A. Lind,William G. Marchal,Samuel A. Wathen,2021-01-12 Basic Statistics in Business Economics provides students majoring in management marketing finance accounting economics and other fields of business administration with an introductory survey of descriptive and inferential statistics Many examples and exercises that focus on business applications are used to illustrate the application of statistics but also relate to the current world of the college student A previous course in statistics is not necessary and the mathematical requirement is first year algebra Students are given every step needed to be successful in a basic statistics course This step by step approach enhances performance accelerates preparedness and significantly improves motivation Understanding the concepts seeing and doing plenty of examples and exercises and comprehending the application of statistical methods in business and economics are the focus of this book Today the practice of data analytics is widely applied to big data The practice of data analytics requires skills and knowledge in several areas Computer skills are needed to process large volumes of information Analytical skills are needed to evaluate summarize organize and analyze the information Critical thinking skills are needed to interpret and communicate the results of processing the information This text supports the development of basic data analytical skills with the end of each chapter sections called Data Analytics

providing the instructor and student with opportunities to apply statistical knowledge and statistical software to explore several business environments Interpretation of the analytical results is an integral part of these exercises A variety of statistical software is available to complement the 10th edition Microsoft Excel includes an add in with many statistical analyses MegaStat is an add in available for Microsoft Excel Minitab and JMP are stand alone statistical software packages available to download for either PC or Mac In the text Microsoft Excel Minitab and MegaStat are used to illustrate statistical software analyses The text also includes references or links to Excel tutorials in Connect These provide users with clear demonstrations using statistical software to create graphical and descriptive statistics and statistical analyses to test hypotheses Digital resources within McGraw Hill Connect help students apply what they ve learned and achieve higher outcomes in the course Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need when they need it and how they need it so that class time is more engaging and effective

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