



Practical Statistics for Business: An Introduction to Business Statistics

Ruth Ravid professor emerita National Louis University, Perry Haan

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This innovative new approach to statistics simplifies concepts for those using them in the business world. The book discusses the basics of statistics starting with an introduction to business research. It explores how and why to apply statistics to business research. The text covers all relevant descriptive statistics, normal curves and standard scores; correlation; regression; and inferential statistics. It also includes a section on validity and reliability. The book ends with a section on using statistics in a research study and testing students' ability to identify when to use each statistical test.

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