



Managerial Statistics

Gerald Keller

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This worldwide best-selling business statistics text emphasizes applications over calculation. "Managerial Statistics, 8th edition, International Edition" demonstrates how vital statistical methods are for today's managers and economists - and teaches students how to apply these tools to real business problems. Through the author's unique three-step 'ICI' approach to problem solving, students learn to identify the correct statistical technique by focusing on the problem objective and data type, then compute the statistics (doing them by hand, using Excel[registered], or using MINITAB[trademark]), and ultimately interpret results in the context of the problem. This approach enhances student comprehension and skills while offering you maximum flexibility. Incorporating various functional areas of business, data-driven examples, exercises, and cases demonstrate statistical applications used by marketing managers, financial analysts, accountants, economists, and others, giving students the hands-on practice they need, while sound pedagogical elements make the material accessible to undergrads. In addition, unique teaching and learning resources such as CengageNOW save time while giving you more control and better student outcomes. The eighth edition also includes Excel[registered] 2007 and MINITAB 15[trademark] content.

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