



# Essential Quantitative Methods: For Business, Management and Finance

By Les Oakshott

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**Essential Quantitative Methods: For Business, Management and Finance** By Les Oakshott

Quantitative techniques are fundamental to the correct interpretation of commercial reality, and can aid practical business decision making and problem solving. The fifth edition of *Essential Quantitative Methods* has been updated to suit the changing needs and environment of the contemporary student. It offers revised coverage of associated software, new case studies and expanded student material, yet retains its concise accessible approach, building on its established position as a core text on quantitative methods modules.

New to this edition:

- New case studies have been added, and others revised and updated.
- SPSS and Excel techniques have been thoroughly updated in line with new software releases.
- "Did you know?" features provide additional information on related topics.
- Expanded "Key Points" sections at the end of each chapter reinforce learning.
- Extended "Further Reading" materials, a summarized bibliography and new advice on web searches and online source materials, offer added guidance.

This text is ideal for undergraduate and MBA students studying Quantitative Methods, Statistics and Managing Data.

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### Editorial Review

#### Review

"The fifth edition of Oakshott's *Essential Quantitative Methods* is perfect for students in Business-related courses. The language and tone used throughout the book make it accessible for students without any previous exposure to Quantitative Methods. Regular in-text activities and the self-tests on the excellent companion website help to boost student confidence in the subject. The new 'Did you know?' snippets and updated case studies motivate the techniques developed and serve to highlight the relevance of Quantitative Methods in the modern world of Business, Management and Finance." - Lee Fawcett, Newcastle University, UK

"Having utilized the previous edition of this book as the essential text for a large level one module for business students, I am happy to endorse this fifth edition, which retains all the attractive features of the previous editions whilst updating examples and case studies wherever necessary. New features that should enhance and enrich the teaching and learning experience include the 'Did you know' snippets, the references to online research methodology, and the sensible reorganization of some of the material." - Tim Swift, University of the West of England, UK

"A beautifully produced text. This new edition must surely be one of the most friendly and effective offerings in the field. Seriously impressive." - Jim Freeman, University of Manchester, UK

"A relevant all-in-one textbook with a high home-study quality." - Wim van Beers, University of Amsterdam, The Netherlands

"The problem in the field is that textbooks are either 'how to' manuals - geared toward pushing software buttons and reading the results without understanding the underlying concepts - or too mathematical. Oakshott does an exceptional job of explaining the concepts using minimal math." - Thijs ten Raa, Tilburg University, The Netherlands

#### About the Author

LES OAKSHOTT is an Associate Fellow of Warwick Business School, UK. He has worked in industry and education and has wide experience of applying teaching quantitative methods in a business context.

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