



Applied Business Statistics: Methods and Excel-Based Applications

By Trevor Wegner

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An introductory statistics text for management students who want to know how to analyze data generated from any area of business—be it marketing, finance, human resources, production, or logistics—this book highlights the role of statistics as a decision support tool in management decision making. Throughout, emphasis is placed on the importance of data and data quality; the range of possible applications, shown by the use of numerous worked examples; clear explanations of how each technique works; and the valid management interpretation of the statistical findings. Assuming only a basic level of mathematical ability, this reference guides students through each statistical technique.

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Editorial Review

About the Author

Trevor Wegner is a statistical consultant in business analytics and the author of *Quantitative Methods for Marketing Decisions*. He is an associate professor in statistical sciences at the University of Cape Town.

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