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Nota di contenuto	Applied Regression Modeling: A Business Approach; Contents; Preface; Acknowledgments; Introduction; 1.1 Statistics in business; 1.2 Learning statistics; 1 Foundations; 1.1 Identifying and summarizing data; 1.2 Population distributions; 1.3 Selecting individuals at random-probability; 1.4 Random sampling; 1.4.1 Central limit theorem-normal version; 1.4.2 Student's t-distribution; 1.4.3 Central limit theorem-t version; 1.5 Interval estimation; 1.6 Hypothesis testing; 1.6.1 The rejection region method; 1.6.2 The p-value method; 1.6.3 Hypothesis test errors; 1.7 Random errors and prediction 1.8 Chapter summaryProblems; 2 Simple linear regression; 2.1 Probability model for X and Y; 2.2 Least squares criterion; 2.3 Model evaluation; 2.3.1 Regression standard error; 2.3.2 Coefficient of determination-R <sup>2</sup> ; 2.3.3 Slope parameter; 2.4 Model assumptions; 2.4.1 Checking the model assumptions; 2.5 Model interpretation; 2.6 Estimation and prediction; 2.6.1 Confidence interval for the population mean, E(Y); 2.6.2 Prediction interval for an individual Y-value; 2.7 Chapter summary; 2.7.1 Review example; Problems; 3 Multiple linear

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 nested model test; 3.3.5 Regression parameters-individual tests; 3.4  
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 interpretation; 3.6 Estimation and prediction; 3.6.1 Confidence interval  
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 7.1 Generalized linear models

## Sommario/riassunto

An applied and concise treatment of statistical regression techniques  
 for business students and professionals who have little or no  
 background in calculus Regression analysis is an invaluable statistical  
 methodology in business settings and is vital to model the relationship  
 between a response variable and one or more predictor variables, as  
 well as the prediction of a response value given values of the  
 predictors. In view of the inherent uncertainty of business processes,  
 such as the volatility of consumer spending and the presence of market  
 uncertainty, business professionals use regr