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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 summary Problems; 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-R2; 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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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 calculusRegression 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