

1. Record Nr.	UNINA9910150211203321
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Titolo	Statistics for managers using Microsoft excel / / David M. Levine, David F. Stephan, Kathryn A. Szabat
Pubbl/distr/stampa	Boston : , : Pearson, , [2014] Â©2014
ISBN	0-273-78774-8
Edizione	[Seventh, global edition.]
Descrizione fisica	1 online resource (792 pages) : color illustrations, photographs
Collana	Always learning
Disciplina	005.369
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Statistics for Managers -- About the Authors -- Brief Contents -- Contents -- Preface -- Let's Get Started: Big Things to Learn First -- Using Statistics: "You Cannot Escape from Data" -- LGS.1 A Way of Thinking -- LGS.2 Define Your Terms! -- LGS.3 Business Analytics: the Changing Face of Statistics -- "Big Data" -- Statistics: An Important Part of Your Business Education -- LGS.4 How to Use This Book -- References -- Key Terms -- Excel Guide -- EG.1. What Is Microsoft Excel? -- EG2. How Can I Use Excel with This Book? -- EG3. What Excel Skills Does This Book Require? -- EG4. Getting Ready to Use Excel with This Book -- EG5. Entering Data -- EG6. Opening and Saving Workbooks -- EG7. Creating and Copying Worksheets -- EG8. Printing Worksheets -- Defining and Collecting Data -- Using Statistics: Beginning of the End ... Or the End of the Beginning? -- Establishing the Variable Type -- Measurement Scales for Variables -- Nominal and Ordinal Scales -- Interval and Ratio Scales -- Collecting Data -- Data Sources -- Populations and Samples -- Data Cleaning -- Recoded Variables -- Types of Sampling Methods -- Simple Random Sample -- Systematic Sample -- Stratified Sample -- Cluster Sample -- Types of Survey Errors -- Coverage Error -- Nonresponse Error -- Sampling Error -- Measurement Error -- Ethical Issues About Surveys -- Think About This: New Media Surveys/Old Sampling Problems -- Using Statistics: Beginning ... Revisited -- Summary -- References -- Key Terms -- Checking Your Understanding -- Chapter Review Problems --

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Confidence Interval Estimate for the Mean (Known).

Sommario/riassunto

For undergraduate Business Statistics Courses. This Global Edition has been edited to include enhancements making it more relevant to students outside the United States Analyze the data, see the business relevance. Reducing the emphasis on doing computations, this practical text thoroughly integrates Microsoft® Excel as a tool for analysis and presents statistical concepts in the context of the functional areas of business.
