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	Autore	Wall Stuart <1946->
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	Disciplina	658.5
	Soggetti	Industrial management - Statistical methods Commercial statistics
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	Livello bibliografico	Monografia
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	Nota di contenuto	Cover -- Title Page -- Copyright -- Contents -- Part One Introduction stage of product life cycle -- Chapter 1 Collecting and presenting data -- Introduction -- Collection of data -- Presenting data using frequency tables -- Presenting data using bar charts and pie charts -- Presenting data using histograms -- Presenting data using frequency polygons and frequency curves -- Presenting data using the Lorenz curve -- Review questions -- Chapter 2 Making sense of data: Central location and dispersion -- Introduction -- Notation -- Measures of central location -- Normal and skewed distribution -- Measures of dispersion -- Coefficient of variation (C of V) -- Review questions -- Chapter 3 Financial decision making: Project appraisal -- Introduction -- Investment and financial decision making -- Interest rates and project appraisal -- Compound factors, discounting and present value -- Cash flow and financial decision making -- Investment appraisal: non-discounting techniques -- Investment appraisal: discounting techniques -- Review questions -- Part Two Growth stage of product life cycle? -- Chapter 4 Regression, correlation and time series -- Introduction -- Regression analysis -- Correlation -- Spearman's coefficient of rank correlation -- Time series and forecasting -- Review questions -- Chapter 5 Probability and probability distributions -- Introduction -- Probability calculations -- Venn diagrams: events not

mutually exclusive -- Independent events: AND rule -- Dependent events: conditional probability -- Game theory and expected value -- The normal distribution -- The binomial distribution -- The Poisson distribution -- Review questions -- Chapter 6 Sampling and tests of hypotheses -- Introduction -- Types of sample -- Distribution of sample means -- Confidence intervals -- Tests of hypotheses: principles and practice -- Student t-distribution.
Chi-squared test -- Review questions -- Part Three Maturity stage of product life cycle? -- Chapter 7 Business modelling: Linear relationships -- Introduction -- Break-even analysis -- Linear programming -- Solving the linear programme: maximisation -- Solving the linear programme: minimisation -- Review questions -- Chapter 8 Business modelling: Non-linear relationships -- Introduction -- Differentiation -- Turning points -- Rules of differentiation -- Applications of differentiation -- Partial differentiation -- Integration -- Review questions -- Chapter 9 Project management -- Introduction -- Defining projects -- Planning a project -- Network diagrams -- Critical path analysis -- Gantt charts -- Taking account of uncertainty: PERT -- Project costs and crashing -- Review questions -- Appendix 1 Review of basic mathematics -- Introduction -- Whole numbers, fractions and decimals -- Rounding off -- Percentages and ratios -- Powers and roots -- Simple algebra -- Solving equations -- Simultaneous equations -- Inequalities -- Graphs and functions -- Progressions -- Review questions -- Appendix 2 Probabilities for the normal distribution -- Appendix 3 Cumulative binomial probabilities -- Appendix 4 Cumulative Poisson probabilities -- Appendix 5 Student t critical values -- Appendix 6 x2 critical values -- Appendix 7 Table of random numbers -- Index.

| Sommario/riassunto | This engaging introduction shows how quantitative techniques can be used to analyse the internal and external environments in which businesses and organisations operate, with a contemporary focus on business start-up, enterprise and entrepreneurial skills.   Each chapter: Applies a range of quantitative techniques to business decisions at all stages of the product life cycle   Focuses upon a particular business sector or sectors, including IT, retail sales, financial services, tourism, biotechnology, pharmaceuticals, leisure, entertainment and other sectors of a modern economy   Explores numerous real world applications, providing many opportunities for student interaction with the topic   Quantitative Methods for Business and Management is perfect for any business and management undergraduate taking a first course in quantitative methods or its equivalent. It will also be ideal for those seeking to develop quantitative skills in a range of taught master's degrees.   Stuart Wall is Professor of Business and Economics at the Ashcroft International Business School and teaches quantitative methods on a wide range of undergraduate, professional and postgraduate courses. He has extensive experience in applying these techniques, having acted as a consultant to local, regional and multinational companies, and having run his own business for many years.   Chris Mitchell has taught quantitative methods to a wide range of students at undergraduate level, both in Business and in Science and Technology faculties. He is himself an entrepreneur, having launched his own successful sound-recognition software company, winning a business fellowship with Cisco Systems in the UK to develop his ideas further.   Please note that the product you are purchasing does not include MyMathLab. MyMathLab
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