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	Nota di contenuto	Preface -- Acknowledgements -- Ch 1 Sample Size, Mean, Standard Deviation, and Standard Error of the Mean -- Ch 2 Random Number Generator -- Ch 3 Confidence Interval About the Mean Using the TINV Function and Hypothesis Testing -- Ch 4 One-Group t-Test for the Mean -- Ch 5 Two-Group t-Test of the Difference of the Means for Independent Groups -- Ch 6 Correlation and Simple Linear Regression -- Ch 7 Multiple Correlation and Multiple Regression -- Ch 8 One-Way Analysis of Variance (ANOVA).- Appendix A: Answers to End-of-Chapter Practice Problems.- Appendix B: Practice Test.- Appendix C: Answers to Practice Test.- Appendix D: Statistical Formulas. - Appendix E: t-table.- Index.
	Sommario/riassunto	This text is a step-by-step guide for students taking a first course in statistics for advertising and for advertising managers and practitioners who want to learn how to use Excel to solve practical statistics problems in in the workplace, whether or not they have taken a course in statistics. Excel 2016 for Advertising Statistics explains statistical formulas and offers practical examples for how students can solve real-world advertising statistics problems. This book leaves detailed explanations of statistical theory to other statistics textbooks and focuses entirely on practical, real-world problem solving. Each chapter

briefly explains a topic and then demonstrates how to use Excel commands and formulas to solve specific advertising statistics problems. This book gives practice in using Excel in two different ways: (1) writing formulas (e.g., confidence interval about the mean, one-group t-test, two-group t-test, correlation) and (2) using Excel's drop-down formula menus (e.g., simple linear regression, multiple correlation and multiple regression, and one-way ANOVA). Three practice problems are provided at the end of each chapter, along with their solutions in an Appendix. An additional Practice Test allows readers to test their understanding of each chapter by attempting to solve a specific practical advertising statistics problem using Excel; the solution to each of these problems is also given in an Appendix. Includes 167 illustrations in color Suitable for undergraduates or graduate students Thomas J. Quirk is Professor of Marketing in the George Herbert Walker School of Business & Technology at Webster University based in St. Louis, Missouri (USA) where he teaches Marketing Statistics, Marketing Research, and Pricing Strategies. He has published over 20 articles in professional journals, and presented more than 20 papers at professional conferences. Eric Rhiney is Associate Professor of Marketing at the George Herbert Walker School of Business & Technology at Webster University in St. Louis, Missouri (USA) where he teaches Research Design, Marketing Research and Marketing Strategies. He is involved in several quantitative research studies focused on in-group out-group orientation on consumer attitudes, digital marketing behavior, and cross-cultural marketing, and has presented is work at numerous professional conferences. .