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Nota di contenuto	Preface -- Acknowledgements -- 1 Sample Size, Mean, Standard Deviation, and Standard Error of the Mean -- 2 Random Number Generator -- 3 Confidence Interval About the Mean Using the TINV Function and Hypothesis Testing -- 4 One-Group t-Test for the Mean -- 5 Two-Group t-Test of the Difference of the Means for Independent Groups -- 6 Correlation and Simple Linear Regression -- 7 Multiple Correlation and Multiple Regression -- 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 book shows the capabilities of Microsoft Excel in teaching marketing statistics effectively. It is a step-by-step, exercise-driven guide for students and practitioners who need to master Excel to solve practical marketing problems. If understanding statistics isn't your strongest suit, you are not especially mathematically inclined, or if you are wary of computers, this is the right book for you. Excel, a widely available computer program for students and managers, is also an

effective teaching and learning tool for quantitative analyses in marketing courses. Its powerful computational ability and graphical functions make learning statistics much easier than in years past. Excel 2019 for Marketing Statistics: A Guide to Solving Practical Problems capitalizes on these improvements by teaching students and managers how to apply Excel to statistical techniques necessary in their courses and work. In this new edition, each chapter explains statistical formulasand directs the reader to use Excel commands to solve specific, easy-to-understand marketing problems. Practice problems are provided at the end of each chapter with their solutions in an appendix. Separately, there is a full practice test (with answers in an appendix) that allows readers to test what they have learned.