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Collana	Always learning
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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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-- General Addition Rule -- Conditional Probability -- Computing Conditional Probabilities -- Decision Trees -- Independence -- Multiplication Rules -- Marginal Probability Using the General Multiplication Rule -- Bayes' Theorem -- Think About This: Divine Providence and Spam -- Ethical Issues and Probability -- Counting Rules (online).

Using Statistics: Possibilities at M&R Electronics World, Revisited -- Summary -- References -- Key Equations -- Key Terms -- Checking Your Understanding -- Chapter Review Problems -- Cases for Chapter 4 -- Digital Case -- CardioGood Fitness -- The Choice Is Yours Follow-up -- Clear Mountain State Student Surveys -- Chapter 4 Excel Guide -- EG4.1 Basic Probability Concepts -- EG4.2 Conditional Probability -- EG4.3 Bayes' Theorem -- Discrete Probability Distributions -- Using Statistics: Events of Interest at Ricknel Home Centers -- The Probability Distribution for a Discrete Variable -- Expected Value of a Discrete Variable -- Variance and Standard Deviation of a Discrete Variable -- Covariance of a Probability Distribution and Its Application in Finance -- Covariance -- Expected Value, Variance, and Standard Deviation of the Sum of Two Variables -- Portfolio Expected Return and Portfolio Risk -- Binomial Distribution -- Poisson Distribution -- Hypergeometric Distribution -- Using Statistics: Events of Interest at Ricknel Home Centers, Revisited -- Summary -- References -- Key Equations -- Key Terms -- Checking Your Understanding -- Chapter Review Problems -- Cases for Chapter 5 -- Managing Ashland MultiComm Services -- Digital Case -- Chapter 5 Excel Guide -- EG5.1 The Probability Distribution for a Discrete Variable -- EG5.2 Covariance of a Probability Distribution and Its Application in Finance -- EG5.3 Binomial Distribution -- EG5.4 Poisson Distribution -- EG5.5 Hypergeometric Distribution -- The Normal Distribution and Other Continuous Distributions -- Using Statistics: Normal Downloading at MyTVLab -- Continuous Probability Distributions -- The Normal Distribution -- Computing Normal Probabilities -- Finding X Values -- Visual Explorations: Exploring the Normal Distribution -- Think About This: What Is Normal? -- Evaluating Normality.

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Distribution of the Mean -- EG7.3 Sampling Distribution of the Proportion -- Confidence Interval Estimation -- Using Statistics: Getting Estimates at Ricknel Home Centers -- Confidence Interval Estimate for the Mean (Known) -- Can You Ever Know the Population Standard Deviation?.
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.

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