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Titolo	Excel 2019 for Advertising Statistics [[electronic resource] ] : A Guide to Solving Practical Problems / / by Thomas J. Quirk, Eric Rhiney
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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 -- 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	Newly revised for Excel 2019, 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 the workplace, whether or not they have taken a course in statistics. Excel 2019 for Advertising Statistics explains statistical formulas and offers practical examples for how students can solve real-world advertising statistics problems. Each chapter offers a concise overview of a topic, and then demonstrates how to use Excel commands and formulas to solve specific advertising statistics problems. This book demonstrates how to use Excel 2019 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. This latest edition features a wealth of new end-of-chapter problems and an update of the chapter content throughout.

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