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Emphasizing applications over calculation, worldwide-bestseller STATISTICS FOR MANAGEMENT AND ECONOMICS, ABBREVIATED 10e demonstrates how vital statistical methods are for today's managers and economists?and teaches students how to apply these tools to real business problems. Written specifically for the one-term modern business statistics course, the text uses a unique three-step ICI approach to problem solving. This approach teaches students to IDENTIFY the correct statistical technique by focusing on the problem objective and data type, then COMPUTE the statistics (doing them by hand, using Excel 2013, or using MINITAB 16), and ultimately INTERPRET results in the context of the problem. Incorporating various functional areas of business, data-driven examples, exercises, and cases give students plenty of hands-on practice applying statistical applications used by marketing managers, financial analysts, accountants, economists, and others. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Business Statistics for Management and Economics is an application-oriented text providing students with a solid grounding in statistical theory and allowing them to make the most of data analysis techniques. Students learn through examples and applications of the most common statistical concepts and techniques used in business, economics and management.

The established text Statistics for Management and Economics delivers an accessible and comprehensive overview for business students across the UK, Europe, the Middle East and Africa. With a wealth of examples and real data, this statistics textbook is essential reading for all business, management and economics courses at undergraduate and MBA level. Keller's practical three-step approach to problem-solving demonstrates how statistics are vital for today's managers and economists: it teaches students how to identify the correct technique for a problem or data type, compute the statistics and how to interpret the results meaningfully, equipping them with the practical skills they need in a world of big data, data visualization and social media.

Over 1,450 exercises based on real-life situations are included in this text to help students learn and master business statistics concepts. The exercise sets following text sections are divided into three types: conceptual, skill, and application. Helpful symbols identify the area of business where the exercises are applied. Tips on problem solving appear throughout to assist students with difficult topics and techniques. Examples of computer printouts using popular statistical computing software such as EXECUSTAT, MINITAB®, and SAS® show students the power and time-saving capabilities of the computer in solving statistical problems.

STATISTICS FOR MANAGEMENT AND ECONOMICS, ABBREVIATED SIXTH EDITION is a subset of core chapters from the worldwide best selling and more comprehensive, STATISTICS FOR MANAGEMENT AND ECONOMICS, Sixth Edition (2003). This text teaches students how to apply statistics to real business problems through the authors' unique three-step approach to problem solving. Students learn to IDENTIFY the right technique by focusing on the relationship between the problem and data type. They then learn to COMPUTE the answer either by hand, using Excel, or using MINITAB (SPSS and JMP output and instructions appear on the text Web site). Finally, they INTERPRET the results in the context of the problem. This approach enhances student comprehension as well as practical skills, and offers maximum flexibility to instructors wishing to teach concepts by hand or with the computer, or by using both hand and computer methods.

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