



Business Statistics Using EXCEL and SPSS

By Nick Lee, Mike Peters

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'Takes the challenging and makes it understandable. The book contains useful advice on the application of statistics to a variety of contexts and shows how statistics can be used by managers in their work.' - **Dr Terri Byers, Assistant Professor, University Of New Brunswick, Canada**

A book about introductory quantitative analysis, the authors show both *how* and *why* quantitative analysis is useful in the context of business and management studies, encouraging readers to not only memorise the content but to apply learning to typical problems.

Fully up-to-date with comprehensive coverage of IBM SPSS and Microsoft Excel software, the tailored examples illustrate how the programmes can be used, and include step-by-step figures and tables throughout. A range of 'real world' and fictional examples, including "The Ballad of Eddie the Easily Distracted" and "Esha's Story" help bring the study of statistics alive.

A number of in-text boxouts can be found throughout the book aimed at readers at varying levels of study and understanding

- **Back to Basics** for those struggling to understand, explain concepts in the most basic way possible - often relating to interesting or humorous examples
- **Above and Beyond** for those racing ahead and who want to be introduced to more interesting or advanced concepts that are a little bit outside of what they may need to know
- **Think it over** get students to stop, engage and reflect upon the different connections between topics

A range of online resources including a set of data files and templates for the reader following in-text examples, downloadable worksheets and instructor materials, answers to in-text exercises and video content compliment the book.

An ideal resource for undergraduates taking introductory statistics for business, or for anyone daunted by the prospect of tackling quantitative analysis for the first time.

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Editorial Review

Review

This book offers readers huge support in relating theoretical concepts with practical issues. The authors take a caring approach and have a good understanding of what many business students need the most.
(Dr Ozren Despic 2015-10-29)

This book is taking the challenging and making it understandable. It contains useful advice on the application of statistics to a variety of contexts. I particularly like the focus on decision making and the point that understanding statistics can be useful for managers and help you in your work. (Dr Terri Byers 2015-10-29)

It is a technically well-written thorough text and at the same time easy read, which I am sure will be appreciated by both students new to SPSS and the professionals who need a quick refresh. The book covers the main theoretical concepts in enough depth to be used at both undergraduate and postgraduate levels (especially on MBA and DBA programmes), and at the same time supports the development of the skills needed to use one of the most widely used statistical programmes, not only in the business, but also in other social science disciplines. A read that I do not hesitate to recommend to any eager student of statistics.
(Professor Zeljko Sevic, SJD, PhD 2015-10-30)

About the Author

Nick Lee is Professor of Sales and Management Science at Loughborough University's School of Business Economics, Editor in Chief of The European Journal of Marketing, and was featured in The Times as 'one of the 15 scientists whose work will shape the future'.

Mike Peters is Director of Engineering and Applied Science Foundation Programmes at Aston University, a chartered mathematician, a fellow of The Institute of Mathematics and its Applications and a senior fellow of the Higher Education Academy.

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