



Introduction to Quantitative Methods in Business: With Applications Using Microsoft Office Excel (Hardback)

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John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 1. Auflage. 261 x 185 mm. Language: English . Brand New Book. A well-balanced and accessible introduction to the elementary quantitative methods and Microsoft(R) Office Excel(R) applications used to guide business decision making Featuring quantitative techniques essential for modeling modern business situations, Introduction to Quantitative Methods in Business: With Applications Using Microsoft(R) Office Excel(R) provides guidance to assessing real-world data sets using Excel. The book presents a balanced approach to the mathematical tools and techniques with applications used in the areas of business, finance, economics, marketing, and operations. The authors begin by establishing a solid foundation of basic mathematics and statistics before moving on to more advanced concepts. The first part of the book starts by developing basic quantitative techniques such as arithmetic operations, functions and graphs, and elementary differentiations (rates of change), and integration. After a review of these techniques, the second part details both linear and nonlinear models of business activity. Extensively classroom-tested, Introduction to Quantitative Methods in Business: With Applications Using Microsoft(R) Office Excel(R) also includes: * Numerous examples and practice problems that emphasize real-world business quantitative techniques and applications * Excel-based computer software routines that...

Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Ally Reichel**

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- **Prof. Kirk Cruickshank DDS**