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Ivana Taylor, Bill Jelen

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Ivana Taylor, Bill Jelen : Excel for Marketing Managers (Excel for Professionals series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Excel for Marketing Managers (Excel for Professionals series):

The most powerful Microsoft Excel features that can be used to sort through data to produce meaningful marketing analyses are outlined in this manual. Marketing managers will learn the math functions to produce budgets and forecasts, and how to use survey analysis to quickly spot trends using pivot tables and other analysis tools. Ideas for launch schedules, life cycle management, and other date-related information are also presented.

About the Author Ivana Taylor is a marketing instructor at Cleveland State University and Akron University. She lives in Medina, Ohio. Bill Jelen is the principal of MrExcel.com and the author of Mr. Excel on Excel and Guerilla Data

Analysis Using Microsoft Excel. He lives in Uniontown, Ohio.