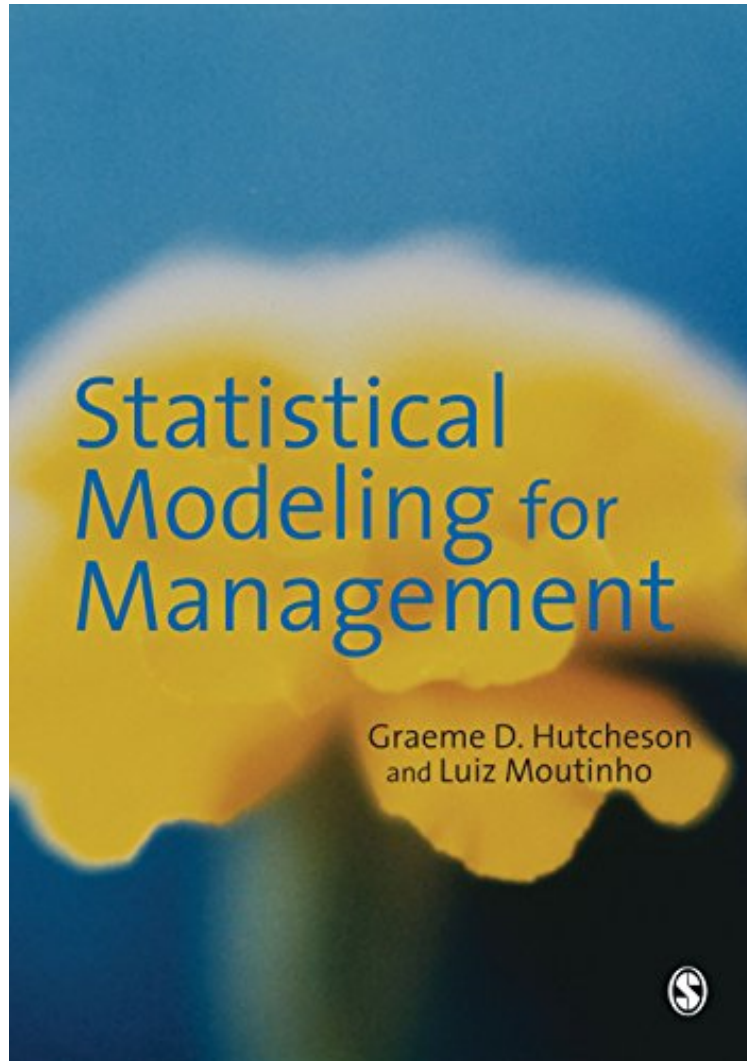


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Statistical Modeling for Management

Graeme D Hutcheson, Luiz A M Moutinho
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Graeme D Hutcheson, Luiz A M Moutinho : Statistical Modeling for Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Statistical Modeling for Management:

Bringing to life the most widely used quantitative measurements and statistical techniques in marketing, this book is packed with user-friendly descriptions, examples and study applications. The process of making marketing decisions is frequently dependent on quantitative analysis and the use of specific statistical tools and techniques which can be tailored and adapted to solve particular marketing problems. Any student hoping to enter the world of marketing will need to show that they understand and have mastered these techniques. A bank of downloadable data sets to compliment the tables provided in the textbook are provided free for you here

About the Author Graeme Prime's teaching and research interests are broadly in the area of methodology and data analysis. His PhD was a study into the acquisition of complex syntax in children and since then he has worked on a number of projects from a wide range of research areas including the conversational behaviour of children, interviewing techniques used on child witnesses, alcohol use in the workplace, the application of knowledge-based expert systems, the application of generalized linear models in predictive modelling, multi-level analysis of data related to Inclusion and Pupil achievement, an assessment of the Early Support Project (DfES) and a project investigating mathematically demanding FE and HE programmes. Luiz Moutinho's Foundation Chair of Marketing at the Department of Management, University of Glasgow