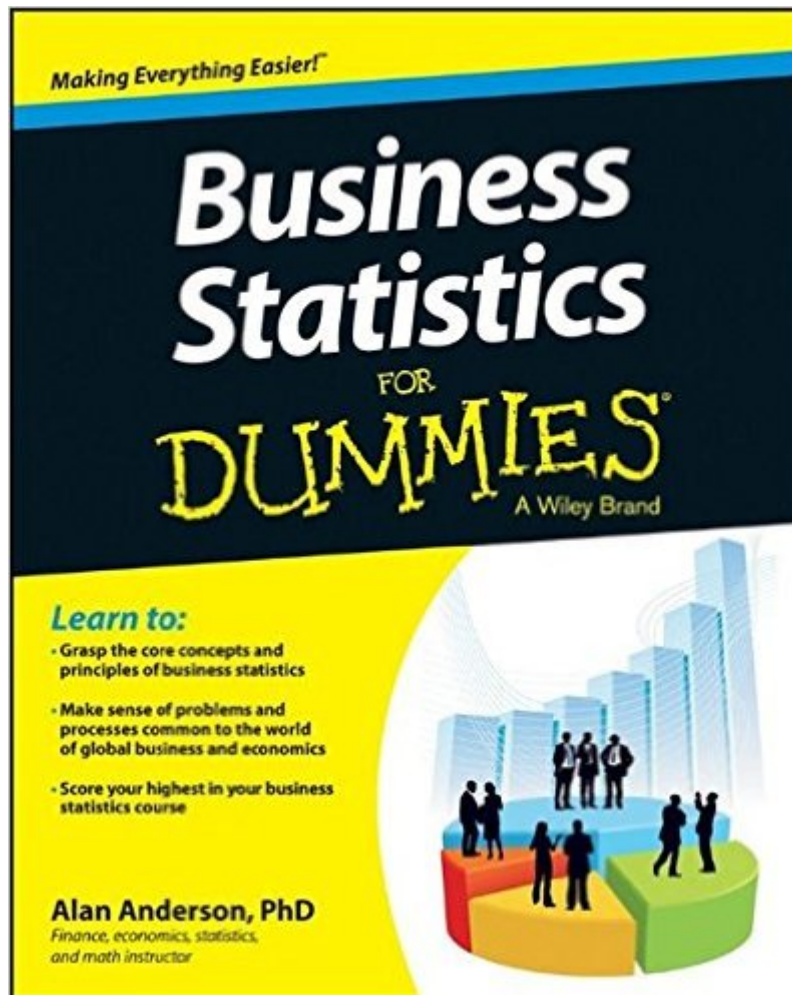


The book was found

Business Statistics For Dummies



Synopsis

Score higher in your business statistics course? Easy. Business statistics is a common course for business majors and MBA candidates. It examines common data sets and the proper way to use such information when conducting research and producing informational reports such as profit and loss statements, customer satisfaction surveys, and peer comparisons. Business Statistics For Dummies tracks to a typical business statistics course offered at the undergraduate and graduate levels and provides clear, practical explanations of business statistical ideas, techniques, formulas, and calculations, with lots of examples that shows you how these concepts apply to the world of global business and economics. Shows you how to use statistical data to get an informed and unbiased picture of the market Serves as an excellent supplement to classroom learning Helps you score your highest in your Business Statistics course If you're studying business at the university level or you're a professional looking for a desk reference on this complicated topic, Business Statistics For Dummies has you covered.

Book Information

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Customer Reviews

I've recently taken a position as lead data scientist at a technology company. I have a pretty strong background in statistics, but I have a few employees that really needed a refresher course in it for our current projects. If you are strong in stats, this book works as a decent refresher but you'd probably want something more advanced but you can probably figure that out by virtue of the series title. I got this book as part of the vines program and took it to work when I was first reviewing it. Someone came over and saw it on my desk and sneeringly said "Please tell me someone left that

book on your desk and that you don't read 'Dummies' books on serious subjects. I've heard a lot of that sentiment and time after time it's from people who's command of the subject matter leaves a lot to be desired. I replied that it was a Reviewer's copy but I would have definitely bought it if I didn't get the review copy especially to keep in our library as a reference . i then asked "What subject do you think it should cover that it doesn't?". He replied "Oh, there's not one in particular, I just don't believe in using Dummies books on professional subjects." I mention that b/c if you're the type of person that needs book titles/covers to make you feel important, then you should definitely pick another book (at some point, it seems people got the impression this series was written 'by' dummies instead of 'for' them but neither is the case). If however, you want a well written, concise book that does a really good job covering business statistics, I think you'll really enjoy it. Before getting into the review, I'm going to make a pretty dramatic claim here. Pick any topic that Anderson covers in this book and attentively read it through.

Pros:- Very good reference (with equations)- Easy to find topics you want to dig into- If you already know BASIC/Moderate ideas of stats, this is a good book. Cons:- Very technical... where is the dummy part? :-)- Goes from topic to topic, not a good flow on how to use all the methodologies together.- Too advanced for someone who has never had a basic stat class. I have been getting back into statistics lately and wanted to see how this book would "teach" stats compared to some of my very technical stat books. In the end, they are very similar. Similar in that it is all about equations, how to calculate them and not much on WHY you want to use the equations. The first chapter of this book tries to go over what is covered, except if you have had no recent stat experience you will probably quit before you get to chapter two. Chapter one was trying to be useful in getting you prepared for what is to come, but mainly just confused you at the end. Thankfully once you get into chapter two, you feel like you can try to get back on board and see what is going on. Overall this book is lacking the "common man" speak on WHY and WHEN I would use these particular statistical references. Do not get me wrong, the book does a very good job and telling you HOW to do it. For me, this book will add value because it goes over almost all the stat topics that I need to reference. But only because I already have an understanding of the concepts. So, how would have this book been better: I would have made a case study and followed that case study through all the chapters and demonstrated how to utilize the information you just learned.

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