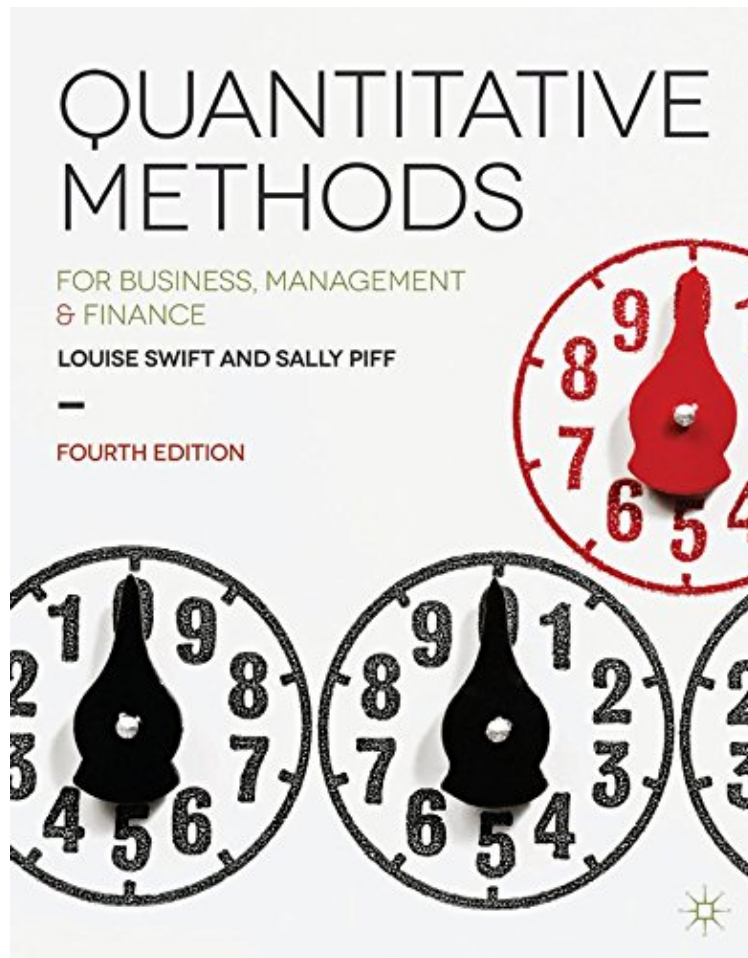


Quantitative Methods: for Business, Management and Finance

Louise Swift, Sally Piff
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more, all in one text bull; Suitable for all maths backgrounds ndash; an optional introductory part teaches mathematical essentials from scratchbull; Refreshingly non-technical writing style ndash; user-friendly and engaging, avoiding excessive theorybull; Practical guidance on using IBM SPSS and Microsoft Excel bull; Brand new 'Moving on...' feature with integrated web and book activities for Business Modelling chapters, relating theory to the real worldThe companion website offers lecturers a testbank, PowerPoint slides, and assessment solutions. Students will find multiple choice practice questions, data sets, and extra exercises.LOUISE SWIFT taught quantitative methods to students of business, management and finance for over ten years at the University of East Anglia, UK, where she now works as a statistician.SALLY PIFF is Lecturer in Quantitative Methods at Norwich Business School, University of East Anglia, UK.

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