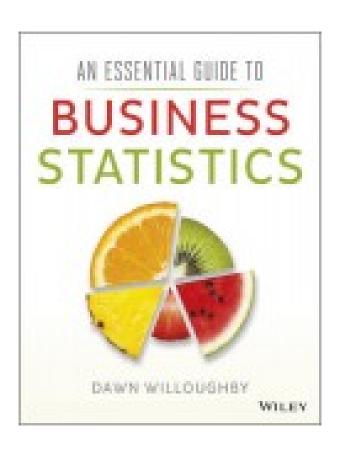
## **An Essential Guide to Business Statistics**



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An Essential Guide to Business Statistics offers a clear and concise introduction for business students studying statistics for the first time. It helps them to become proficient in using statistical techniques and interpreting their results within a business content and will enable them to have a better understanding of customers, decision making and planning for the future. This is an ideal resource for undergraduate business students taking introductory modules in business statistics or quantitative methods. Accompanying the text is a rich supporting website which contains additional teaching and learning materials including slides for each chapter, tutorials in excel, self-test quizzes and student practice projects at varying difficulty levels.

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