



Quantitative Methods for Business, Management and Finance

Louise Swift

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This text is a complete course for undergraduate business studies students. It is comprehensive and provides all that any student new to quantitative methods needs, whatever their abilities, from A-Z. The ethos of this course is that quantitative methods is best learnt by "doing rather than by reading" and so a wealth of worked examples allow students to see quants in action and to practise the techniques again and again until they become clear. A special section caters for students who find the maths involved difficult or daunting. The only assumption is that students can add, subtract, multiply and divide. The emphasis throughout is on practicality - Excel instructions are used alongside Minitab and applied examples, work cards, assessments and a student friendly layout make it accessible and user-friendly. A lecturers' website to accompany the book provides teaching notes, answers to assignments and exercises and downloadable datasets for further activities.



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