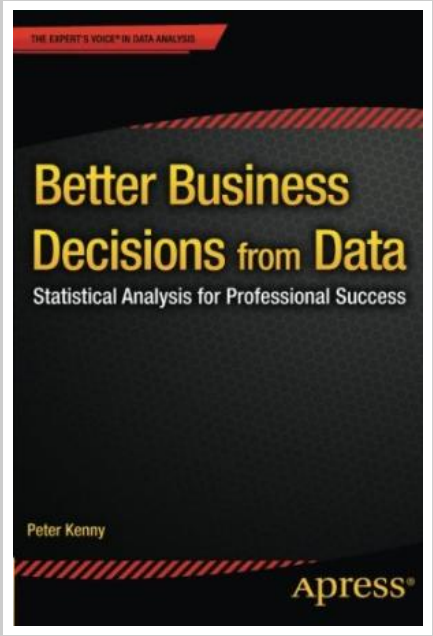


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Better Business Decisions from Data

By Kenny, Peter

Book Condition: New. Publisher/Verlag: Springer, Berlin | Statistical Analysis for Professional Success | Everyone encounters statistics on a daily basis. They are used in proposals, reports, requests, and advertisements, among others, to support assertions, opinions, and theories. Unless you're a trained statistician, it can be bewildering. What are the numbers really saying or not saying? Better Business Decisions from Data: Statistical Analysis for Professional Success provides the answers to these questions and more. It will show you how to use statistical data to improve small, every-day management judgments as well as major business decisions with potentially serious consequences. Author Peter Kenny - with deep experience in industry - believes that "while the methods of statistics can be complicated, the meaning of statistics is not." He first outlines the ways in which we are frequently misled by statistical results, either because of our lack of understanding or because we are being misled intentionally. Then he offers sound approaches for understanding and assessing statistical data to make excellent decisions. Kenny assumes no prior knowledge of statistical techniques; he explains concepts simply and shows how the tools are used in various business situations. With the arrival of Big Data, statistical processing has taken...

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