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David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, R. Kipp Martin

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This revision of QUANTITATIVE METHODS FOR BUSINESS provides students with a conceptual understanding of the role that quantitative methods play in the decision-making process. This text describes the many quantitative methods that have been developed over the years, explains how they work, and shows how the decision-maker can apply and interpret data. Written with the non-mathematician in mind, this text is applications-oriented. Its "Problem-Scenario Approach" motivates and helps students understand and apply mathematical concepts and techniques. In addition, the managerial orientation motivates students by using examples that illustrate situations in which quantitative methods are useful in decision making.

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