



Statistical Modeling for Management

Graeme D Hutcheson, Luiz A M Moutinho

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Bringing to life the most widely used quantitative measurements and statistical techniques in marketing, this book is packed with user-friendly descriptions, examples and study applications.

The process of making marketing decisions is frequently dependent on quantitative analysis and the use of specific statistical tools and techniques which can be tailored and adapted to solve particular marketing problems.

Any student hoping to enter the world of marketing will need to show that they understand and have mastered these techniques.

A bank of downloadable data sets to compliment the tables provided in the textbook are provided free for you here

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