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The revised Fourth Edition of this popular textbook is redesigned with Excel 2016 to encourage business students to develop competitive advantages for use in their future careers as decision makers. Students learn to build models using logic and experience, produce statistics using Excel 2016 with shortcuts, and translate results into implications for decision makers. The textbook features new examples and assignments on global markets, including cases featuring Chipotle and Costco. A number of examples focus on business in emerging global markets with particular emphasis on emerging markets in Latin America, China, and India. Results are linked to implications for decision making with sensitivity analyses to illustrate how alternate scenarios can be compared. The author emphasises communicating results effectively in plain English and with screenshots and compelling graphics in the form of memos and PowerPoints. Chapters include screenshots to make it easy to conduct analyses in Excel 2016. PivotTables and PivotCharts, used frequently in business, are introduced from the start. The Fourth Edition features Monte Carlo simulation in four chapters, as a tool to illustrate the range of possible outcomes from decision makers' assumptions and underlying uncertainties. Model building with regression is presented as a process, adding levels of sophistication, with chapters on multicollinearity and remedies, forecasting and model validation, auto-correlation and remedies, indicator variables to represent segment differences, and seasonality, structural shifts or shocks in time series models. Special applications in market segmentation and portfolio analysis are offered, and an introduction to conjoint analysis is included. Nonlinear models are motivated with arguments of diminishing or increasing marginal response.

The revised Fifth Edition of this popular textbook is redesigned with Excel 2019 and the new inclusion of interactive, user-friendly JMP to encourage business students to develop competitive advantages for use in their future careers. Students learn to build models, produce statistics, and translate results into implications for decision makers. The text features new and updated examples and assignments, and each chapter discusses a focal case of the business world which can be analyzed using the statistical strategies and software provided in the text. Paralleling recent interest in climate change and sustainability, new case studies concentrate on issues such as the impact of drought on business, automobile emissions, and sustainable package goods. The book continues its coverage of inference, Monte Carlo simulation, contingency analysis, and linear and nonlinear regression. A new chapter is dedicated to conjoint analysis design and analysis, including complementary use of regression and JMP. For access to accompanying data sets, please email author Cynthia Fraser at cfr8q@virginia.edu.

Exceptional managers know that they can create competitive advantages by basing decisions on performance response under alternative scenarios. To create these advantages, managers need to understand how to use statistics to provide information on performance response under alternative scenarios. Statistics are created to make better decisions. Statistics are essential and relevant. Statistics must be easily and quickly produced using widely available software, Excel. Then results must be translated into general business language and illustrated with compelling graphics to make them understandable and usable by decision makers. This book helps students master this process of using statistics to create competitive advantages as decision makers. Statistics are essential, relevant, easy to produce, easy to understand, valuable, and fun, when used to create competitive advantage. The Examples, Assignments, And Cases Used To Illustrate Statistics For Decision Making Come From Business Problems McIntire Corporate Sponsors and Partners, such as Rolls-Royce, Procter & Gamble, and Dell, and the industries that they do business in, provide many realistic examples. The book also features a number of examples of global business problems, including those from important emerging markets in China and India. It is exciting to see how statistics are used to improve decision making in real and important business decisions. This makes it easy to see how statistics can be used to create competitive advantages in similar applications in internships and careers. Learning Is Hands On With Excel and Shortcuts

Exceptional managers know that they can create competitive advantages by basing decisions on performance response under alternative scenarios. To create these advantages, managers need to understand how to use statistics to provide information on performance response under alternative scenarios. Statistics are created to make better decisions. Statistics are essential and relevant. Statistics must be easily and quickly produced using widely available software, Excel. Then results must be translated into general business language and illustrated with compelling graphics to make them understandable and usable by decision makers. This book helps students master this process of using statistics to create competitive advantages as decision makers. Statistics are essential, relevant, easy to produce, easy to understand, valuable, and fun, when used to create competitive advantage. The Examples, Assignments, And Cases Used To Illustrate Statistics For Decision Making Come From Business Problems McIntire Corporate Sponsors and Partners, such as Rolls-Royce, Procter & Gamble, and Dell, and the industries that they do business in, provide many realistic examples. The book also features a number of examples of global business problems, including those from important emerging markets in China and India. It is exciting to see how statistics are used to improve decision making in real and important business decisions. This makes it easy to see how statistics can be used to create competitive advantages in similar applications in internships and careers. Learning Is Hands On With Excel and Shortcuts

Exceptional managers know that they can create competitive advantages by basing decisions on performance response under alternative scenarios. To create these advantages, managers need to understand how to use statistics to provide information on performance response under alternative scenarios. This updated edition of the popular text helps business students develop competitive advantages for use in their future careers as decision makers. Students learn to build models using logic and experience, produce statistics using Excel 2013 with shortcuts, and translate results into implications for decision makers. The author emphasizes communicating results effectively in plain English and with compelling graphics in the form of memos and PowerPoints. Statistics, from basics to sophisticated models, are illustrated with examples using real data such as students will encounter in their roles as managers. A number of examples focus on business in emerging global markets with particular emphasis on emerging markets in Latin America, China and India. Results are linked to implications for decision making with sensitivity analyses to illustrate how alternate scenarios can be compared. Chapters include screenshots to make it easy to conduct analyses in Excel 2013 with time-saving shortcuts expected in the business world. PivotTables and PivotCharts, used frequently in businesses, are introduced from the start. The Third Edition features Monte Carlo simulation in three chapters, as a tool to illustrate the range of possible outcomes from decision makers' assumptions and underlying uncertainties. Model building with regression is presented as a process, adding levels of sophistication, with chapters on multicollinearity and remedies, forecasting and model validation, autocorrelation and remedies, indicator variables to represent segment differences, and seasonality, structural shifts or shocks in time series models. Special applications in market segmentation and portfolio analysis are offered, and an introduction to conjoint analysis is included. Nonlinear models are motivated with arguments of diminishing or increasing marginal response.

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In a revised and updated edition, this popular book shows readers how to build models using logic and experience, offers shortcuts for producing statistics using Excel 2010, and provides many real-world examples focused on business in emerging global markets.

This volume discusses the causes of economic achievement in the leading East Asian countries in relation to the Porter thesis which links economic success with the capabilities of indigenous industrial clusters.

Crest the data wave with a deep cultural shift Winning with Data explores the cultural changes big data brings to business, and shows you how to adapt your organization to leverage data to maximum effect. Authors Tomasz Tunguz and Frank Bien draw on extensive background in big data, business intelligence, and business strategy to provide a blueprint for companies looking to move head-on into the data wave. Instrumentation is discussed in detail, but the core of the change is in the culture—this book provides sound guidance on building the type of organizational culture that creates and leverages data daily, in every aspect of the business. Real-world examples illustrate these important concepts at work: you'll learn how data helped Warby-Parker disrupt a \$13 billion monopolized market, how ThredUp uses data to process more than 20 thousand items of clothing every day, how Venmo leverages data to build better products, how HubSpot empowers their salespeople to be more productive, and more. From decision making and strategy to shipping and sales, this book shows you how data makes better business. Big data has taken on buzzword status, but there is little real guidance for companies seeking everyday business data solutions. This book takes a deeper look at big data in business, and shows you how to shift internal culture ahead of the curve. Understand the changes a data culture brings to companies Instrument your company for maximum benefit Utilize data to optimize every aspect of your business Improve decision making and transform business strategy Big data is becoming the number-one topic in business, yet no one is asking the right questions. Leveraging the full power of data requires more than good IT—organization-wide buy-in is essential for long-term success. Winning with Data is the expert guide to making data work for your business, and your needs.