

<<商务统计(第二版)>>

图书基本信息

书名：<<商务统计(第二版)>>

13位ISBN编号：9787300024585

10位ISBN编号：7300024580

出版时间：1997-10

出版时间：中国人民大学出版社

作者：迈克尔.C.弗莱明

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<商务统计(第二版)>>

内容概要

商业统计有何作用? 如何汇总统计数据? 什么是指数? 什么是统计测试? 什么是回归分析和相关分析? 趋势变动和季节性变动应如何度量? 本书对上述问题及其他有关问题作了清楚而确切的解释。对于那些接受短期培训的管理者、MBA, 以及想迅速了解这一问题核心内容的教师和学生来说, 都不失为极具价值的参考书。它还可以作为管理人员的藏书, 以及那些有抱负的管理人员完善自己知识和技能的参考资料。

书籍目录

Contents

1 The essence of statistics for business

The use of statistics

Basic terms and concepts

Statistics for managers

Schematic overview of the book

Statistical computer packages

2 Summarizing data using tables and graphs

The essence of descriptive tables and graphs in business

Tables and frequency distributions

Graphical methods of data presentation

Use of MINITAB

Key learning points

Exercises

3 Summarizing data numerically

The essence of descriptive summary measures in business

Measures of location

Measures of dispersion

Use of MINITAB

Key learning points

Exercises

4 Index numbers

The essence of index numbers in business

Price index numbers

Quantity index numbers

Key learning points

Exercises

5 Probability

The essence of probability in business

Assigning probabilities

The rules of probability

Expectations

Permutations and combinations

Key learning points

Exercises

6 Probability distributions

The essence of probability distributions in business

The binomial distribution

The Poisson distribution

The normal distribution

Use of MINITAB

Key learning points

Exercises

7 Using samples to make estimates

The essence of statistical inference and estimation in business

<<商务统计(第二版)>>

Sampling distributions

Relationship between sample statistics and population parameters

Point estimation of the population mean

The size and measurement of the standard error of the mean

The probability of error

Interval estimation of the population mean

The measurement of the standard error of the mean when σ is unknown

Sampling and the t distribution

Use of MINITAB

Key learning points

Exercises

8 Tests of statistical hypotheses

The essence of statistical inference and testing hypotheses in business

The basic principles of hypothesis testing

Conducting hypothesis tests

Errors in hypothesis testing: Type 1 and Type 2 errors

Extensions of hypothesis testing

Use of MINITAB

Key learning points

Exercises

9 Tests of goodness-of-fit and independence

The essence of tests of goodness-of-fit and independence in business

Goodness-of-fit tests

Tests of independence

Use of MINITAB

Key learning points

Exercises

10 Simple regression and correlation analysis

The essence of simple regression and correlation in business

Simple regression analysis

Simple correlation analysis

Extensions of simple regression and correlation analysis

Use of MINITAB

Key learning points

Exercises

11 Multiple regression and correlation analysis

The essence of multiple regression and correlation in business

Multiple regression analysis

Multiple correlation analysis

Pitfalls and limitations of multiple regression analysis

Use of MINITAB

Key learning points

Exercises

12 Analyzing time series data

<<商务统计(第二版)>>

The essence of time series analysis in business

Measurement of trend (T)

Measurement of seasonal variation (S)

Measurement of cyclical variation (C)

Random variation (R)

Key learning points

Exercises

Appendix A Probability distribution tables

A1 Binomial probability distribution

A2 Poisson probability distribution

A3 Standard normal distribution

A4 t distribution

A5 x distribution

A6 F distribution

Appendix B Computer software for statistical analysis

Appendix C Sources of business and economic statistics

Appendix D References for further reading

Solutions to exercises

Index

<<商务统计(第二版)>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>