

Preface

Excel 2010 for Business Statistics: A Guide to Solving Practical Business Problems helps anyone who wants to learn the basics of applying Excel's powerful statistical tools to their business or to their classes. If understanding statistics isn't your strongest suit, you are not mathematically inclined, or you are wary of computers, then this is the book for you.

You'll learn how to perform key statistical tests in Excel without being overwhelmed by statistical theory. This book clearly and logically shows how to run statistical tests to solve practical business problems.

Excel is a widely available computer program for students, instructors, and business managers. It is also an effective teaching and learning tool for quantitative analyses in business courses. Its powerful computational ability and graphical functions make learning statistics much easier than in years past. However, this is the first book to showcase Excel's usefulness in teaching business statistics, and it focuses exclusively on this topic in order to render the subject matter applicable and practical – and easy to comprehend and apply.

Unique features of this book:

- Includes 165 color screen shots so you can be sure you are performing Excel steps correctly.
- You will be told each step of the way, not only *how* to use Excel, but also *why* you are doing each step.
- Includes specific objectives embedded in the text for each concept, so you can know the purpose of the Excel steps.
- You will learn both how to write statistical formulas using Excel and how to use Excel's drop-down menus that will create the formulas for you.
- Statistical theory and formulas are explained in clear language without bogging you down in mathematical fine points.
- Practical examples of problems are taken from several functional areas of business, including marketing, management, human resources, and production.

- Each chapter presents key steps to solve practical business problems using Excel. In addition, three practice problems at the end of each chapter enable you to test your new knowledge. Answers to these problems appear in Appendix A.
- A “Practice Test” is given in Appendix B to test your knowledge at the end of the book. Answers to this test appear in Appendix C.
- This book does not come with a CD of Excel files which you can upload to your computer. Instead, you’ll be shown how to create each Excel file yourself. In business, your colleagues will not give you an Excel file. You will be expected to create your own. This book will give you ample practice in developing this important skill.
- This book is a tool that can be used either by itself or along with *any* good statistics book.

This book is appropriate for use in any course – graduate or undergraduate – in business statistics, as well as for managers who want to improve their Excel skills. It will also benefit students who are taking courses in psychology, education, sociology, or computer science who want to learn how to use Excel to solve statistics problems.

The ideas in this book have been thoroughly tested by its author, Professor Tom Quirk, in marketing statistics and marketing research courses. Prof. Quirk has written more than 60 textbook supplements in management and marketing, published more than 20 articles in professional journals, and presented more than 20 papers at professional meetings. He holds a B.S. in mathematics from John Carroll University, both an M.A. in education and a Ph.D. in educational psychology from Stanford University, and an M.B.A. from the University of Missouri, St. Louis.

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Excel 2010 for Business Statistics
A Guide to Solving Practical Business Problems
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2011, XV, 252 p. 165 illus. in color., Softcover
ISBN: 978-1-4419-9933-7