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Business Statistics Using Excel *Oxford University Press* **Offering a comprehensive, "step-by-step" approach to the subject, Business Statistics Using Excel, Second Edition, gives students the tools and skills they need to succeed in their coursework. FEATURES - "Techniques in Practice" exercises at the end of each chapter encourage self-assessment - Excel screenshots provide clear and helpful examples that illustrate how to apply Excel skills to business statistics - Full integration of Excel exercises and applications--both in the textbook and on the Companion Website--enable both classroom-led learning or self-directed study NEW TO THIS EDITION - Expanded coverage of probability and probability distributions - Updated checklists help students to link the skills to their own development portfolios - All chapters have been fully revised and updated to include additional examples, explanations, and discussion questions - Greater emphasis on employability skills, which enables students to contextualize their learning and also helps them to identify how these skills can be applied and valued in real business environments The accompanying Companion Website offers a variety of features: For students: - Introduction to Microsoft Excel 2010 - Self-test multiple-choice questions - Data from the exercises in the book - Links to key websites - Online glossary - Revision tips - Visual walk-throughs - Numerical-skills workbook: New to the second edition, this online refresher course covering basic math and Microsoft Excel helps reinforce students' confidence in their mathematical ability For instructors: - Instructor's Manual containing a guide to structuring lectures and worked-out answers to exercises in the book - PowerPoint slides - A Testbank with thirty questions per chapter Business Statistics Using Excel** *OUP Oxford* **Business Statistics Using Excel is packed full of examples and integrated Excel screenshots, guiding students step-by-step through the theory and methods behind the use of statistics in the real world. Student exercises running throughout each chapter serve to engage students and encourage self-directed learning and testing. Business Statistics Using Excel Business Statistics using Excel offers an excellent and helpful introduction to business statistics for students who require a first course, providing all of the explanation, tools, and skills which are required in order to master the subject matter. Thorough, clear and accessible, the textguides students in a progressive, step-by-step manner through the theoretical concepts and techniques, and supports understanding by providing extensive examples from a South African context. The text assumes no prior knowledge of the subject, and includes refresher chapters on numerical skills andMicrosoft Excel. This text is eminently suitable as a first course in statistics for students who are studying the subject as a module within any business-related programme of study. Quantitative Methods for Decision Making Using Excel** *Oxford University Press* **Quantitative Methods for Decision Making is a comprehensive guide that provides students with the key techniques and methodology they will need to successfully engage with all aspects of quantitative analysis and decision making; both on their undergraduate course, and in the larger context of their future business environments. Organized in accordance with the enterprise functional structure where the decision making takes place, the textbook encompasses a broad range of functions, each detailed with clear examples illustrated through the single application tool Microsoft Excel. The authors approach a range of methods which are divided into major enterprise functions such as marketing, sales, business development, manufacturing, quality control and finance; illustrating how the methods can be applied in practice and translated into a working environment. Each chapter is packed with short case studies to exemplify the practical use of techniques, and contains a wealth of exercises after key sections and concepts, giving students the opportunity to monitor their own progress using the solutions at the back of the book. An Online Resource Centre accompanies the text and includes: For students: - Numerical skills workbook with additional exercises, questions and content - Data from the examples and exercises in the book - Online glossary of terms - Revision tips - Visual walkthrough videos covering the application of a range of quantitative methods - Appendices to the book For lecturers: - Instructor's manual including solutions from the text and a guide to structuring lectures and seminars - PowerPoint presentations - Test bank with questions for each chapter - Suggested assignment and examination questions Business Statistics Using Excel A First Course for South African Students Statistics for the Social Sciences , Using Excel Statistics for the Social Sciences using Excel offers an excellent and helpful introduction to business statistics for students who require a first course, providing all of the explanation, tools, and skills which are required in order to master the subject matter. Thorough, clear and accessible, the text guides students in a progressive, step-by-step manner through the theoretical concepts and techniques, and supports understanding by providing extensiveexamples from a South African context. The text assumes no prior knowledge of the subject, and includes refresher chapters on numerical skills and Microsoft Excel. Statistics in Business & Management A Guide to Using Excel & IBM SPSS Statistics** *SAGE Publications Limited* **Grounded in real-world business research and with tailored**

examples throughout, this comprehensive guide shows the reader how to visualise and apply IBM SPSS and Microsoft Excel software across their work, helping the reader apply statistical methods to business management contexts and principles. The book includes: Authentic case studies of real research Step-by-step solutions Questions to check your understanding A range of digital resources to enhance learning, such as an online workbook, additional datasets and solutions, and additional questions and exercises. These highly experienced authors have woven SPSS and Excel into each chapter with plenty of visual flags and pictorial directions to show the reader everything they need to know. **Business Data Analysis Using Excel** *Oxford University Press* **Taking a thematic approach to the use of Excel spreadsheets in introductory business data analysis, this text has been designed to explain the overall nature of what is to be achieved and also instruction in how it is to be done. The learning approach is highly interactive and enables students to develop an understanding of the power of Excel in allowing both analysis of business data sets and in the flexible preparation of graphs, charts and tables for inclusion in reports and essays. The text is supported by an online resource centre with self marking exercises that can be used by instructors for formative and summative assessment, and a series of PowerPoint files containing all of the illustrated worksheets and figures. Operations Management See - Understand - Discuss - PracticeOperations Management makes it easy to:- identify the relevance of operations in the real-world;- understand the theory underlying the subject;- discuss and think critically about operations;- consolidate learning through practice.Aware that students taking their first module in Operations Management often have little first-hand experience of a working environment, the authors introduce all the core topics to students in a lively and engaging manner, making OM relevant and meaningful. Over 80 cases spanning local businessesto global companies showcase real-life operations and challenge students to think about the issues they may encounter in their future career. Cases include:, Microsoft, HP, Dominos, ING Bank, EasyJet, Ticketmaster, Apple, Boeing, IKEA, NHS, Marriott, BP, and Sytner.Research insights point students in the direction of seminal and recent research in the field to further their reading, while learning outcomes and chapter summaries help to consolidate understanding and structure revision. The text is also augmented by extensive online resources such as animateddiagrams, practice activities, video interviews, and quizzes. Relevant materials are signposted from each chapter, providing a truly holistic approach to the subject.Additional online resources include:For students:Animated diagrams from the book, with audio narration to help explain the concepts being depicted.Curated library of links to footage of 'Operations in Action'.Web-based activities.Multiple choice questions.Links to seminal paper.Flashcard glossary.For lecturers:Bespoke video case material consisting of interviews and processes tied to each chapter. Packaged as 5 minute clips, these can either be shown in relation to a chapter topic, or as a whole film to demonstrate how one company utilises many aspects of OM.Customizable PowerPoint slides.Tutor guide.Tutorial activities.Answers to discussion questions.Test bank. Business Forecasting for Management** *McGraw-Hill Book Company Limited* **Business Forecasting for Management is a comprehensive and clear introduction to forecasting methods within a business context. The intention is to demistify the subject so that forecasting methods are more widely used and understood. To this end the theory is presented with an emphasis on its use and overly complex theory which may prevent practical application is avoided. Statistics in Business & Management A Guide to Using Excel & IBM SPSS Statistics** *SAGE Publications Limited* **Grounded in real-world business research and with tailored examples throughout, this comprehensive guide shows the reader how to visualise and apply IBM SPSS and Microsoft Excel software across their work, helping the reader apply statistical methods to business management contexts and principles. The book includes: Authentic case studies of real research Step-by-step solutions Questions to check your understanding A range of digital resources to enhance learning, such as an online workbook, additional datasets and solutions, and additional questions and exercises. These highly experienced authors have woven SPSS and Excel into each chapter with plenty of visual flags and pictorial directions to show the reader everything they need to know. Vital Statistics Probability and Statistics for Economics and Business** *Oxford University Press, USA* **A probability and statistics text written with the needs of economics students in mindVital Statistics offers an approachable, calculus-optional introduction to statistics with a careful presentation of basic inference procedures. The text helps students develop intuitions about key concepts in probability before providing a deep treatment of core ideas in statistics, making this theideal introductory text for economics students. Global Strategic Management** *Oxford University Press, USA* **Emphasising the essential techniques of business best practices, this title offers thorough analysis and discussions on concepts such as environmental analysis, strategy development and strategy implementation. Integrated Marketing Communication A Balanced Approach** *Oxford University Press, USA* **Integrated Marketing Communication: A Balanced Approach is your guide to integrated marketing communication (IMC), introducing you to the principles that underpin its practice. This text considers the different theories of how IMC works, taking the empirical evidence available into account, and illustrating its real-world application with relevant industry examples. With expert commentary supported by contemporary case studies, this text explores communication theory, strategy and planning, and develops your understanding of consumer behaviour. Equipped with this knowledge, you will learn how you can balance IMC strategies with marketing needs in order to change attitudes and reinforce behaviours in customers. KEY FEATURESCritically reviews the theoretical base of IMC, with an exploration of both salience and persuasion (Strong and Weak) theories of advertisingFocuses on the application of IMC theory to a broader marketing approachRevision questions encourage reflective learning and further develop understandingPractitioner profiles provide career and industry insightsCase studies and 'IMC in Action' boxes provide real-world examplesSuggested readings and key terms throughout support further learning. Quantitative Methods In Linguistics** *John Wiley & Sons* **Quantitative Methods in Linguistics offers a practical introduction to statistics and quantitative analysis with data sets drawn from the field and coverage of phonetics, psycholinguistics, sociolinguistics, historical linguistics, and syntax, as well as probability distribution and quantitative methods. Provides balanced treatment of the practical aspects of handling quantitative linguistic data Includes sample datasets contributed by researchers working in a variety of sub-disciplines of linguistics Uses R, the statistical software package most commonly used by linguists, to discover**

patterns in quantitative data and to test linguistic hypotheses Includes student-friendly end-of-chapter assignments and is accompanied by online resources at available in the 'Downloads' section, below Decision Making in Business *OUP USA* Decision Making in Business is a versatile casebook for business and management courses. It features 34 realistic, functional business situations portrayed by 16 business professionals. Social Media Management Persuasion in Networked Culture *Oxford University Press, USA* Social media technologies are not only changing the way we communicate, but also disrupting the business world. Social Media Management: Persuasion in Networked Culture equips readers with a coherent framework and the tools to answer the question: Now what? Based on the author's extensive experience as a social media practitioner, researcher, and educator, this book reveals the formula for social media success today and in the future. FEATURES * Clear and relevant framework: Offers a clear model for developing strategies to maximize the business value of social media * Accessibility: Written is an accessible style, highlighted by numerous visual examples of social media in practice * Comprehensive: Addresses key topics in this evolving field, from targeting social audiences and developing a company's social brand strategy to managing crisis with social media and measuring social media results * Practical: A final chapter, "Defining Your Personal Brand in Social Media," gives students and practitioners clear guidance on how to manage their own social media presence to best match their personal and professional brands * Diverse Examples and Cases: Incorporates numerous examples--from the chapter-opening vignettes, detailed in-chapter case studies, and shorter social snippets from a variety of people, industries, organizations, and disciplines--that highlight social media successes and challenges * "Your Turn" exercises: Includes "Your Turn" exercises at the end of each chapter that challenge students to apply what they've learned to a variety of business situations ITSM: An Interactive Time Series Modelling Package for the PC *Springer Science & Business Media* Designed for the analysis of linear time series and the practical modelling and prediction of data collected sequentially in time. It provides the reader with a practical understanding of the six programs contained in the ITSM software (PEST, SPEC, SMOOTH, TRANS, ARVEC, and ARAR). This IBM compatible software is included in the back of the book on two 5 1/4'' diskettes and on one 3 1/2 '' diskette. - Easy to use menu system - Accessible to those with little or no previous compu- tational experience - Valuable to students in statistics, mathematics, busi- ness, engineering, and the natural and social sciences. This package is intended as a supplement to the text by the same authors, "Time Series: Theory and Methods." It can also be used in conjunction with most undergraduate and graduate texts on time series analysis. Medical Statistics Made Easy *CRC Press* It is not necessary to know how to do a statistical analysis to critically appraise a paper. However, it is necessary to have a grasp of the basics, of whether the right test has been used and how to interpret the resulting figures. Short, readable, and useful, this book provides the essential, basic information without becoming bogged down in the Essentials of Business Analytics *Cengage Learning* ESSENTIALS OF BUSINESS ANALYTICS, 2e can be used by students who have previously taken a course on basic statistical methods as well as students who have not had a prior course in statistics. The expanded material in the second edition of Essentials of Business Analytics also makes it amenable to a two-course sequence in business statistics and analytics. All statistical concepts contained in this textbook are presented from a business analytics perspective using practical business examples. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Physics for Computer Science Students With Emphasis on Atomic and Semiconductor Physics *Springer Science & Business Media* This text is the product of several years' effort to develop a course to fill a specific educational gap. It is our belief that computer science students should know how a computer works, particularly in light of rapidly changing tech nologies. The text was designed for computer science students who have a calculus background but have not necessarily taken prior physics courses. However, it is clearly not limited to these students. Anyone who has had first-year physics can start with Chapter 17. This includes all science and engineering students who would like a survey course of the ideas, theories, and experiments that made our modern electronics age possible. This textbook is meant to be used in a two-semester sequence. Chapters 1 through 16 can be covered during the first semester, and Chapters 17 through 28 in the second semester. At Queens College, where preliminary drafts have been used, the material is presented in three lecture periods (50 minutes each) and one recitation period per week, 15 weeks per semester. The lecture and recitation are complemented by a two-hour laboratory period per week for the first semester and a two-hour laboratory period biweekly for the second semester. Time Series Data Analysis Using EViews *John Wiley & Sons* Do you want to recognize the most suitable models for analysis of statistical data sets? This book provides a hands-on practical guide to using the most suitable models for analysis of statistical data sets using EViews - an interactive Windows-based computer software program for sophisticated data analysis, regression, and forecasting - to define and test statistical hypotheses. Rich in examples and with an emphasis on how to develop acceptable statistical models, Time Series Data Analysis Using EViews is a perfect complement to theoretical books presenting statistical or econometric models for time series data. The procedures introduced are easily extendible to cross-section data sets. The author: Provides step-by-step directions on how to apply EViews software to time series data analysis Offers guidance on how to develop and evaluate alternative empirical models, permitting the most appropriate to be selected without the need for computational formulae Examines a variety of times series models, including continuous growth, discontinuous growth, seemingly causal, regression, ARCH, and GARCH as well as a general form of nonlinear time series and nonparametric models Gives over 250 illustrative examples and notes based on the author's own empirical findings, allowing the advantages and limitations of each model to be understood Describes the theory behind the models in comprehensive appendices Provides supplementary information and data sets An essential tool for advanced undergraduate and graduate students taking finance or econometrics courses. Statistics, life sciences, and social science students, as well as applied researchers, will also find this book an invaluable resource. Business Analytics *Cengage Learning* Develop the analytical skills that are in high demand in businesses today with Camm/Cochran/Fry/Ohlmann's best-selling BUSINESS ANALYTICS, 4E. You master the full range of analytics as you strengthen your descriptive, predictive and prescriptive analytic skills. Real examples and

memorable visuals illustrate data and results for each topic. Step-by-step instructions guide you through using Microsoft Excel, Tableau, R and JMP Pro software to perform more advanced analytics concepts. Practical, relevant problems at all levels of difficulty help you further apply what you've learned. With this edition you become proficient in topics beyond the traditional quantitative concepts, such as data visualization and data mining, which are increasingly important in today's analytical problem-solving. Trust BUSINESS ANALYTICS, 4E to strengthen your understanding of today's analytic concepts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Using the ODP Bootstrap Model A Practitioner's Guide **Statistical Computing with R** *CRC Press* Computational statistics and statistical computing are two areas that employ computational, graphical, and numerical approaches to solve statistical problems, making the versatile R language an ideal computing environment for these fields. One of the first books on these topics to feature R, Statistical Computing with R covers the traditiona Entwicklung eines Modells zur Optimierung klinischer Behandlungsprozesse im Fehlerkostenmanagement *BoD – Books on Demand* **Krankenhäuser stehen vor der Aufgabe der Erbringung einer hochwertigen Patientenversorgung bei gleichzeitig stetig steigendem Kosten- und Leistungsdruck. Hierdurch rücken Komplikationen in den Fokus der Krankenhaussteuerung und insbesondere des Qualitätsmanagements. Komplikationen stellen nicht nur für den Patienten eine Gefährdung dar, sondern verursachen auch aus Sicht der Krankenhäuser unnötige Kosten, die nicht durch die Fallpauschale gedeckt werden. Damit stehen Krankenhäuser vor der Aufgabe, ihre bisherigen Behandlungsprozesse zu analysieren und Verbesserungspotenziale aufzuspüren. Ziel der Arbeit ist die Entwicklung eines Entscheidungsmodells, das die Auswahl geeigneter Vorsorgemaßnahmen zur Vermeidung von Komplikationen unterstützt. Dabei soll die Auswahl unter Berücksichtigung der Patientenkonstitution erfolgen und es soll überprüft werden, für welche Patientengruppen sich die Durchführung der Vorsorgemaßnahmen zur Kostensenkung eignet. Die der Behandlung zugrunde liegenden Behandlungspfade können entsprechend um diese Aktionen für einzelne Patientengruppen erweitert werden. Durch die somit erreichte Vermeidung von Komplikationen kann das Krankenhaus dem steigenden Kostendruck bei gleichzeitiger Patientenorientierung gerecht werden. The Certified Six Sigma Black Belt Handbook** *Quality Press* **A comprehensive reference manual to the Certified Six Sigma Black Belt Body of Knowledge and study guide for the CSSBB exam. The New Weibull Handbook This handbook will provide an understanding of standard and advanced Weibull and Log Normal techniques originally developed for failure analysis. INTRODUCTION TO BIOSTATISTICS AND RESEARCH METHODS** *PHI Learning Pvt. Ltd.* **The last decade has produced many textbooks on Biostatistics, with varying emphasis and degrees of mathematical complexity. This book has stood the test of time and continues to enjoy wide acceptance among students of all health and allied professions, other students and even qualified health investigators, who find it practical, simple and yet precise. This fully updated and thoroughly revised Fifth Edition, while retaining the fundamental concepts, acquaints the reader with the advances in the subject. The book explains the concepts involved in arriving at the sample size and also a quick solution to the estimation of sample size. Survival analysis and log-rank test are illustrated with examples. The essentials of Chi square tests are simplified and presented. Two-way analysis of variance (ANOVA) is explained with two examples, with and without interaction term. The chapters on Research Methods, Interventional Studies and Observational Studies provide step-by-step guide to plan and carry out quality research. Questions given in each chapter will help the learner to gauge the level of understanding of the principles and applications. Clues to the use of computer packages are provided whenever necessary. Intended for undergraduate and postgraduate medical students as well as for nursing and paramedical students, the book will also be immensely useful to medical/health faculty and researchers in the field of Biostatistics. KEY FEATURES : A new chapter on Sample Size Determination Several new sections Extensive revision of practically all chapters Provision of new examples Chapter-end exercises Introductory Statistics** *New York; Toronto: J. Wiley* **Descriptive statistics for samples; Probability; Random variables and their distributions; Two random variables; Sampling; Estimation; Hypothesis testing; Analysis of variance; Introduction to regression; Regression theory; Multiple regression; Correlation; Bayesian decision theory; Nonparametric statistics; Chi square tests; Maximum likelihood estimation. Management Research Applying the Principles** *Routledge* **For many post-graduate students undertaking a research project for the first time is a daunting prospect. Gaining the knowledge and skills needed to do research typically has to be done alongside carrying out the project itself. Students often have to conduct their research independently, perhaps with limited tutor contact. What is needed in such situations is a resource that supports the new researcher on every step of the research journey, from defining the project to communicating its findings. Management Research: Applying the Principles provides just such a resource. Structured around the key stages of a research project, it is designed to provide answers to the questions faced by new researchers but without neglecting the underlying principles of good research. Each chapter includes 'next steps' activities to help readers apply the content to their own live research project. The companion website provides extensive resources, including video tutorials, to support the development of practical research skills. The text reflects the richness and variety of current business and management research both in its presentation of methods and techniques and its choice of examples drawn from different subject disciplines, industries and organizations. Management Research: Applying the Principles combines diversity of coverage with a singularity of purpose: to help students complete their research project to a rigorous standard. Quantitative Techniques for Decision Making** *PHI Learning Pvt. Ltd.* **Crop Production Research Military Operations Research Quantitative Decision Making** *Springer Science & Business Media* **Operations Research (OR) emerged in an effort to improve the effectiveness of newly inducted weapons and equipment during World War II. While rapid growth ofOR led to its becoming an important aid to decision making in all sectors including defense, its contribution in defense remained largely confined to classified reports. Very few books dealing with applications of quantitative decision making techniques in military have been published presumably due to limited availability ofrelevant information. The situation changed rapidly during the last few years. The recognition of the subject of Military Operations Research (MOR) gave tremendous boost to its development.**

Books and journals on MOR started appearing. The number of sessions on MOR at national and international conferences also registered an increase. The volume of teaching, training and research activities in the field of MOR at military schools and non-military schools enhanced considerably. Military executives and commanders started taking increasing interest in getting scientific answers to questions pertaining to weapon acquisition, threat perception and quantification, assessment of damage or casualties, evaluation of chance of winning a battle, force mix, deployment and targeting of weapons against enemy targets, war games and scenario evaluation. Most of these problems were being tackled on the basis of intuition, judgment and experience or analysis under very simple assumptions. In an increasingly sophisticated and complex defense scenario resulting in advances in equipment and communications, the need for supplementing these practices by scientific research in MOR became imperative. Simple Predictive Analytics Using Excel to Solve Business Problems *Independently Published* This book will give you the critical information you need to create, use, and validate simple predictive models, and it will suggest the types of real-world business problems you can solve with those models. It is designed to be as simple as possible, providing basic, practical, and immediately applicable information for business users new to the world of predictive modeling. In summary: An introduction to and some fundamentals for good analysis A process outline to make analysis quick and effective A description of some of the most used predictive models and methods, and how they relate to business questions Comprehensive "How To" sections, including step-by-step Excel tutorials and common pitfalls to avoid Our approach is as follows: First, introduce analysis fundamentals. These are the basics of doing good and accurate analysis, and it will be important to keep these principles in mind as you create predictive models. Second, explain the process that will allow you to follow some easy, predefined steps to creating your own predictive models. This is a "big-picture" process flow meant to give you a basic procedure to follow no matter what type of predictive model you need to create. Last, this guide gives you an in-depth look into various predictive modeling techniques, organized according to the type of data you have and the type of questions you're trying to answer. This section makes up the bulk of the book, and the explanation of each model tells you what the predictive model looks like, what it can be used for, the assumptions necessary to use the model, a process to follow to create it (including step-by-step instructions in Excel), an explanation of some common errors to watch for, and a section on analyzing your results. The modeling process you will learn is as follows: 1. Choose a predictive model according to the business question. 2. Check to see if all the conditions for the model are met. 3. Carry out the analysis. 4. Check for statistical significance and fit. 5. Validate the predictive model. 6. Refine the predictive model. The basic models we go over in this text: General Regression (linear, multivariate, exponential, logarithmic, polynomial, time series) Logistic Regression ANOVA (t-test, one and two-way ANOVA) Chi-Square These models cover four common prediction cases you will encounter: Predict a numerical outcome with numerical explanatory variables Predict a yes or no outcome with numerical explanatory variables Predict a numerical outcome with categorical explanatory variables Predict a categorical outcome with categorical explanatory variables What you will not get in this book: Complex statistical explanations Complex math Complex predictive models (read: machine learning is not covered) Python, R, or other coding languages used for modeling What you will get in this book: Simple statistics Simple math Simple predictive models Modeling procedures using Excel Suggestions on how to apply these to real business situations Also, this book may or may not mention wombats. Statistics for Business and Economics Security Analysis and Portfolio Management, 2nd Edition *Vikas Publishing House* In the current scenario, investing in the stock markets poses a significant challenge even for seasoned professionals. Not surprisingly, many students find the subject Security Analysis and Portfolio Management difficult. This book offers conceptual clarity and in-depth coverage with a student-friendly approach. Targeted at the postgraduate students of management and commerce, it is an attempt to demystify the difficult subject. The book is divided into three parts. Part I explains the Indian stock market; Part II exclusively deals with the different aspects of security analysis; Part III is devoted to portfolio analysis. Data Mining, Southeast Asia Edition *Elsevier* Our ability to generate and collect data has been increasing rapidly. Not only are all of our business, scientific, and government transactions now computerized, but the widespread use of digital cameras, publication tools, and bar codes also generate data. On the collection side, scanned text and image platforms, satellite remote sensing systems, and the World Wide Web have flooded us with a tremendous amount of data. This explosive growth has generated an even more urgent need for new techniques and automated tools that can help us transform this data into useful information and knowledge. Like the first edition, voted the most popular data mining book by KD Nuggets readers, this book explores concepts and techniques for the discovery of patterns hidden in large data sets, focusing on issues relating to their feasibility, usefulness, effectiveness, and scalability. However, since the publication of the first edition, great progress has been made in the development of new data mining methods, systems, and applications. This new edition substantially enhances the first edition, and new chapters have been added to address recent developments on mining complex types of data— including stream data, sequence data, graph structured data, social network data, and multi-relational data. A comprehensive, practical look at the concepts and techniques you need to know to get the most out of real business data Updates that incorporate input from readers, changes in the field, and more material on statistics and machine learning Dozens of algorithms and implementation examples, all in easily understood pseudo-code and suitable for use in real-world, large-scale data mining projects Complete classroom support for instructors at www.mkp.com/datamining2e companion site Essentials of Business Statistics The new edition of Essentials of Business Statisticsdelivers clear and understandable explanations of core business statistics concepts, making it ideal for a one-term course in business statistics. Containing continuing case studies that emphasize the theme of business improvement, the text offers real applications of statistics that are relevant to today's business students. The authors motivate students by showing persuasively how the use of statistical techniques in support of business decision-making helps to improve business processes. A variety of examples and exercises, and a robust, technology-based ancillary package are designed to help students master this subject. In addition, the authors have rewritten many of the discussions in this edition and have

explained concepts more simply from first principles. The only prerequisite for this text is high school algebra. International Business *Routledge* The third edition of International Business offers an action-focused, practical approach to the topic, helping students understand the global business environment and its repercussions for executives. The book provides thorough coverage of the field, delving into fundamental concepts and theory; the cultural, political, and economic environment; international business strategies; and even functional management areas. More comprehensive than competing books, International Business includes: Strengthened, expanded global cases, examples, and 'industry' and 'country' mini-cases that give students practical insight into the ways companies actually behave within a competitive, global environment Updated coverage of key trends that impact how international business functions, including the drivers of globalization, e-commerce and the impact of the Internet, and international entrepreneurship New material on technology issues, the impact of the financial crisis, and problems in the EU Expanded discussion of the skills and strategies students need to succeed in today's international business environment, including dynamic capabilities, foreign direct investment, and market entry strategies Also featuring a companion website with a test bank, Powerpoint slides, and instructor's manual, this book is ideal for undergraduate and graduate students and instructors of any international business course.