



Introductory Statistics for Management and Economics

James L. Kenkel

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This text is intended for the two-term introductory statistics course for business and economics majors at the undergraduate or MBA level. College Algebra is a prerequisite. The author emphasizes statistical inference and model-building in a real-world context and presents a complete introduction to regression and forecasting. Statistical software output from SPSS®[®], MINITAB™[™], and SAS®[®] is included in each chapter's "Computer Applications" section to aid students in understanding and interpreting statistical output.

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