

<<商务统计学>>

图书基本信息

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前言

本书是为商科学生而写的，它将回答一个简单的问题：“怎样才能做出更好的决策？”作为企业家和顾问，应该知道为了在今天这样的竞争环境下生存和发展，统计学是至关重要的。作为教育工作者，我们看到了向商科学生讲授统计学的方式与商业决策制定中统计学的使用方式之间的脱节。

本书将试图通过介绍统计方法来缩短理论与实践之间的距离。

所以对学生来说，统计方法既重要又有趣。

根据数据做出一个商业决策有一个故事要讲，统计学在其中所扮演的角色是帮助听清楚这个故事。

像其他教材一样，本书将讲授如何计算一个特定的统计量或检验，并且强调定义和公式。

但是，与其他教材不同的是，本书也将讲解“为什么”，并坚持在商业决策的背景下给出结果。

学生们将会了解到，为了做出更好的商业决策，应该如何进行统计思考、如何有效地表达分析结果并将决策告知他人。

在写作本书时，我们知道当今时代的统计学是用技术来实践的。

这种见解的结果是：从对方程形式（比计算形式更喜欢直觉形式）的选择中得到的一切东西，都运用到了对真实数据的广泛使用中。

但是更重要的是，对技术价值的理解，使本书将重点集中于讲授统计思维而不是计算上。

书中几百个例子关注的不是“怎么找出答案”，而是“如何思考答案以及它如何有助于制定出一个更好的决策”。

对统计思维的关注将书中的各章联系起来。

初级商务统计学课程包含大量的新术语、概念和方法，但是它们有一个核心部分：通过理解数据告诉如何更加了解这个世界，怎样做出更好的决策。

从这个角度来看，学生们能够知道从数据中得出推断的许多方式都是相同的核心概念的一些应用。

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内容概要

统计学是一门工具性学科，在众多的学科领域有着广泛的应用。

本书将统计学的概念与方法应用于商务领域，从应用层面对统计学的基本方法进行了系统的讲解。全书包括探索和收集数据、理解数据和分布、探索变量间的关系以及为决策建立模型四部分内容，共24章，将方法的讲解与商务领域中的现实案例紧密结合起来，让读者掌握如何利用统计方法解决商务中的实际问题。

本书还将统计软件与统计方法的应用结合起来，详细介绍各种统计方法在Excel、Minitab、JMP、SPSS和DataDesk等软件中的操作实现步骤。

本书可作为大学本科生和研究生的教材，也可供从事工商管理 and 经济分析的人士参考。

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章节摘录

插图：Selecting a sample to represent the population fairly is more difficult than it sounds. Polls or surveys most often fail because the sample fails to represent part of the population. The way the sample is drawn may overlook subgroups that are hard to find. For example, a telephone survey may get no responses from people with caller ID and may favor other groups, such as the retired or the homebound, who would be more likely to be near their phones when the interviewer calls. Samples that over- or underemphasize some characteristics of the population are said to be biased. The corresponding characteristics of the population it is trying to represent. Conclusions based on biased samples are inherently flawed. There is usually no way to fix bias after the sample is drawn and no way to salvage useful information from it. That are the basic techniques for making sure that a sample is representative? To make the sample as representative as possible, you might be tempted to hand-pick the individuals included in the sample. But the best strategy is to do something quite different: We should select individuals for the sample at random.

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编辑推荐

《商务统计学(英文版)》特点：1.强调统计知识和开发统计思维；2.使用真实数据；3.强调概念的理解而不仅仅是获取知识的过程；4.培养主动学习；5.在理解概念和分析数据时使用软件技术；6.强调对统计结果的分析过程。

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