Business and Management : Operation Research/Decision Theory

Guerrero, Hector, Mason School of Business, Williamsburg, VA, USA

Excel Data Analysis

Modeling and Simulation

- Intended for business students and practitioners looking for a single introductory Excel-based resource
- Covers three essential business skills - data analysis, business modeling, and simulation
- Includes problems, examples and exercises throughout and at the end of each chapter

This book offers a comprehensive and readable introduction to modern business and data analytics. It is based on the use of Excel, a tool that virtually all students and professionals have access to. The explanations are focused on understanding the techniques and their proper application, and are supplemented by a wealth of in-chapter and end-of-chapter exercises. In addition to the general statistical methods, the book also includes Monte Carlo simulation and optimization. The second edition has been thoroughly revised: new topics, exercises and examples have been added, and the readability has been further improved. The book is primarily intended for students in business, economics and government, as well as professionals, who need a more rigorous introduction to business and data analytics – yet also need to learn the topic quickly and without overly academic explanations.

Order online at springer.com/booksellers

Springer Nature Customer Service Center GmbH
Customer Service
Tietgartenstrasse 15-17
69121 Heidelberg
Germany
T: +49 (0)6221 345-4301
trow-booksellers@springernature.com

Prices and other details are subject to change without notice. All errors and omissions excepted. Americans: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add $5.00 for shipping one book and $1.00 for each additional book. Outside the US and Canada add $10.00 for first book, $5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.