

<<商务统计(第二版)>>

图书基本信息

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内容概要

商业统计有何作用? 如何汇总统计数据? 什么是指数? 什么是统计测试? 什么是回归分析和相关分析? 趋势变动和季节性变动应如何度量? 本书对上述问题及其他有关问题作了清楚而确切的解释。对于那些接受短期培训的管理者、MBA, 以及想迅速了解这一问题核心内容的教师和学生来说, 都不失为极具价值的参考书。它还可以作为管理人员的藏书, 以及那些有抱负的管理人员完善自己知识和技能的参考资料。

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