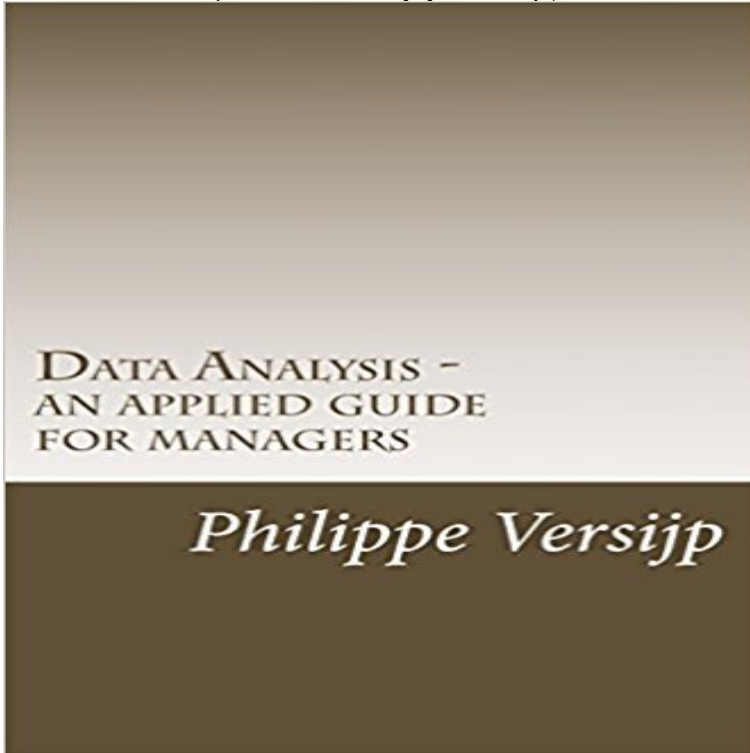


Data Analysis - an applied guide for managers



Intuitively, everyone in business knows that some things are related, such as your advertisement efforts and sales. Or one would hope they are related... This book will give a concise overview of how to estimate such relations with regression analysis, avoid the pitfalls associated with statistics, and make sense of the data. Tailored towards managers, this book dispenses with all unnecessary frills: just what you need to do, what can go wrong, and how to fix it. A must-read for everyone who has to conduct data analysis or base decisions on it.

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