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Dealing with Statistics: What You Need to Know

By Reva Berman Brown, Mark Saunders

Open University Press. Paperback. Book Condition: new. BRAND NEW, Dealing with Statistics: What You Need to Know, Reva Berman Brown, Mark Saunders, 'This is a highly accessible, yet an adequately sophisticated text, which can be enjoyed by students across the skills spectrum. I am confident that it will help students who suffer from maths phobia as it offers to teach statistics with anxiety-busting clarity. The book benefits from easy to follow demonstrations and illustrations of statistical methods and techniques, which are highly relevant for business and management research at the undergraduate and masters level courses.' Professor Mustafa F. Ozbilgin, University of East Anglia, UK Are you confused about which statistical tests to use, when you should be using them and why you should be using them? This book is about helping you to choose and use the right statistical technique to analyse your data and write about your results and findings convincingly. It provides a concise and accessible guide to the essential statistical skills needed for success in your assignment, project or dissertation. Berman Brown and Saunders concentrate on particular statistical tests and their three Ws - what, why, and when. They provide you with the tools to choose the...



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